



Executive Summary - Reputation

- There has been an overall increase in the proportion of MoD personnel who agree that the MoD and Armed Forces are a force for good, from 73% in 2007 to 75% in 2008 (+2%) in terms of the MoD, and from 85% in 2007 to 87% in 2008 (+2%) with reference to the Armed Forces.
- Between 2007 and 2008 there has been a statistically significant increase from 79% to 91% (+12%) in terms of MoD personnel who agree that the Armed Forces are among the best in the world.*
- There has been an increase of 2% in the proportion of MoD personnel who agree that the UK Armed Forces training is world class (70%-72%) , have the highest professional standards (80%-82%), and a 1% change in the proportion of people who agree they look after their personnel (38%-39%).
- Between 2007 and 2008 there has been a decrease from 62% to 60% (-2%) in the proportion of MoD personnel who agree that the MoD is as open as it can be about its activities**
- Between 2007 and 2008 there has been an increase from 57% to 60% (+3%) in the proportion of MoD personnel who agree that the MoD gives the taxpayer value for money.
- Between 2007 and 2008 there has been a statistically significant increase from 51% to 57% (+6%) in the proportion of MoD personnel who agree that the MoD is forward thinking about defence and security.



* The question was altered in 2008, therefore the comparison is with an average score taken from 2007 directed at each of the 3 services.

** The question in the 2007 survey included a prefix of 'Bearing in mind its responsibilities for national security' therefore direct comparisons should be made with caution.



Executive Summary - Equipment

- Between 2007 and 2008 there has been a statistically significant increase from 46% to 58% (+12%) in the proportion of MoD personnel who think that Armed Forces equipment is satisfactory or good.
- Between 2007 and 2008 there has been a statistically significant decrease from 50% to 37% (-13%) in the proportion of MoD personnel who think that Armed Forces equipment is poor.
- Between 2007 and 2008 there has been a statistically significant increase from 47% to 58% (+11%) in the proportion of personnel who cited personal equipment as the main problem.
- Between 2007 and 2008 there has been a decrease from 12% to 7% (-5%) in the proportion of personnel who cited that equipment is unreliable.



Internal Communications 2008

Interpretation

Purple highlight indicates statistically significant difference

Title of slide – identifies whether the slide refers to trend data, all respondents or a particular group

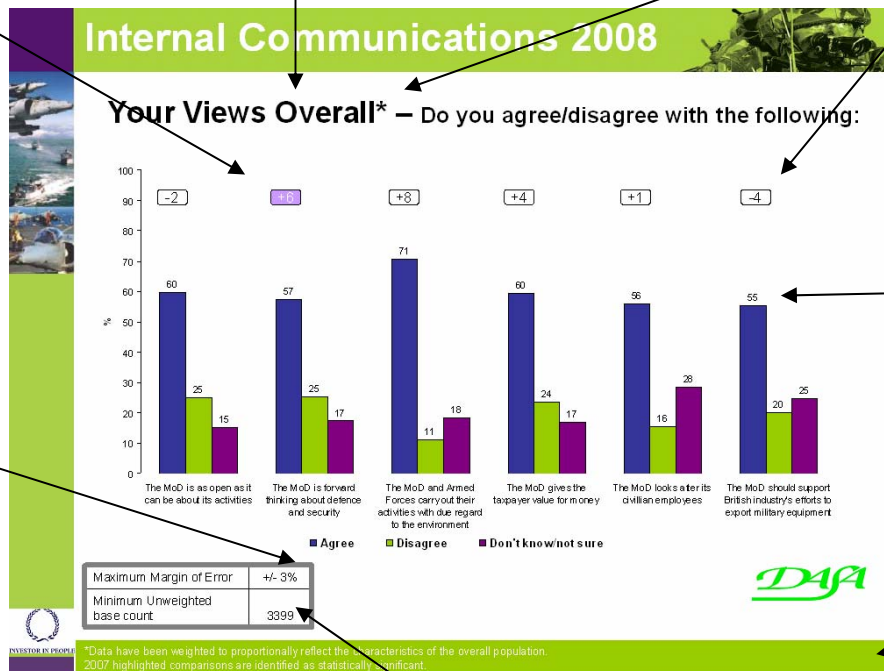
Asterisk indicates that additional information with regards to methodology and caveats is available

Indicates % point change in terms of respondents who agree between 2006/7 and 2008

Maximum margin of error in terms of all % displayed. **Relates to 2008 data only.**

Indicates % of respondents who selected this option

Additional information with regards to the data displayed



Minimum unweighted count (denominator) upon which any % in the slide is calculated. **Relates to 2008 data only.**



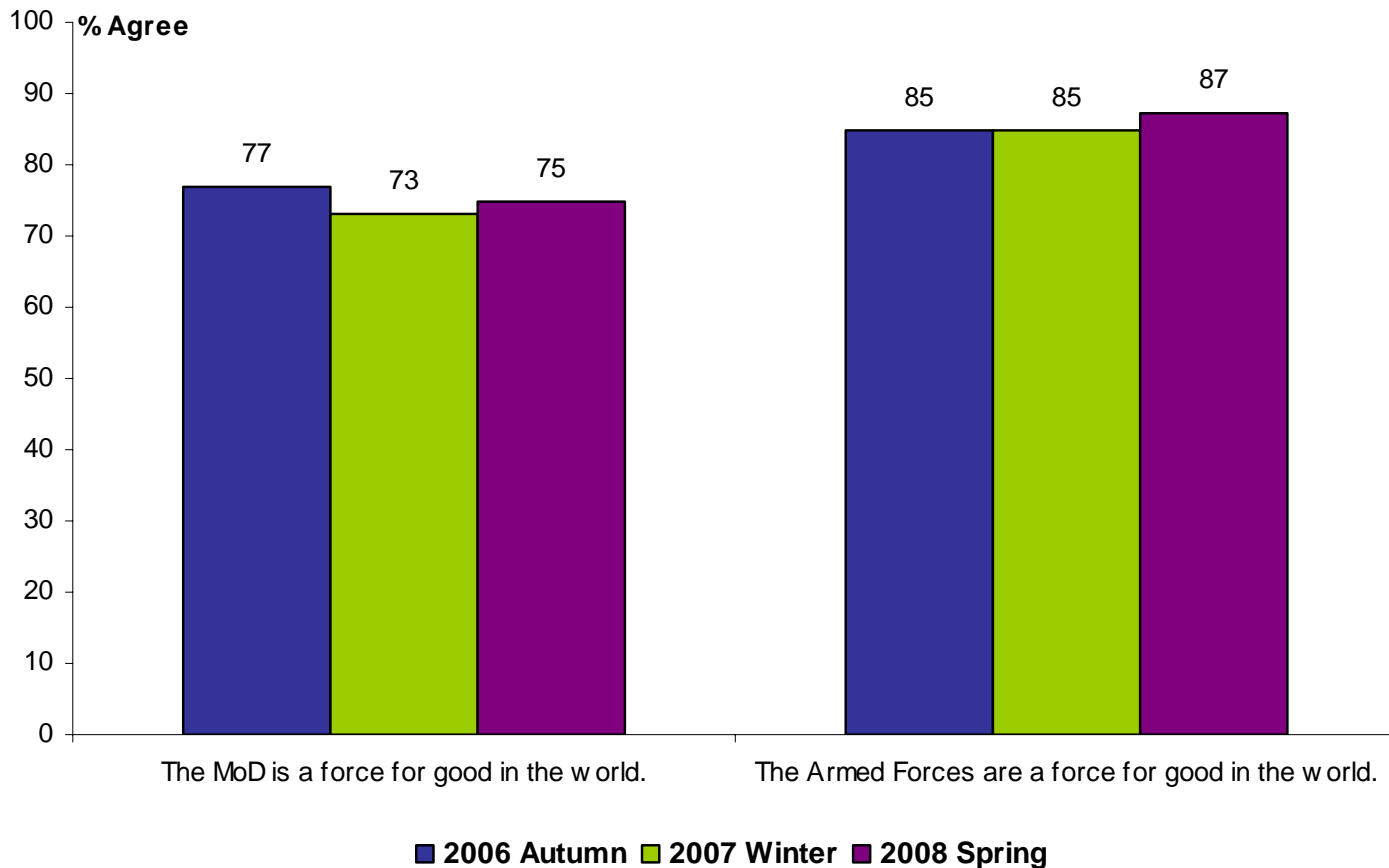
A statistically significant difference indicates that there is enough evidence to suggest that the difference between % agree in 2007 and 2008 is not due to chance alone. If the difference is not highlighted it does **not** mean that it is not significant, merely that there is not enough evidence to conclude that it is.

A margin of error indicates the degree to which it is possible to draw conclusions about the whole population. The larger the error the more likely it is that the responses represent only the views of the respondents, and cannot be generalised to the whole military or civilian population. This does not necessarily invalidate the responses, as it may be that this is the best data available at the current time.





Headline Statistics – Reputation*

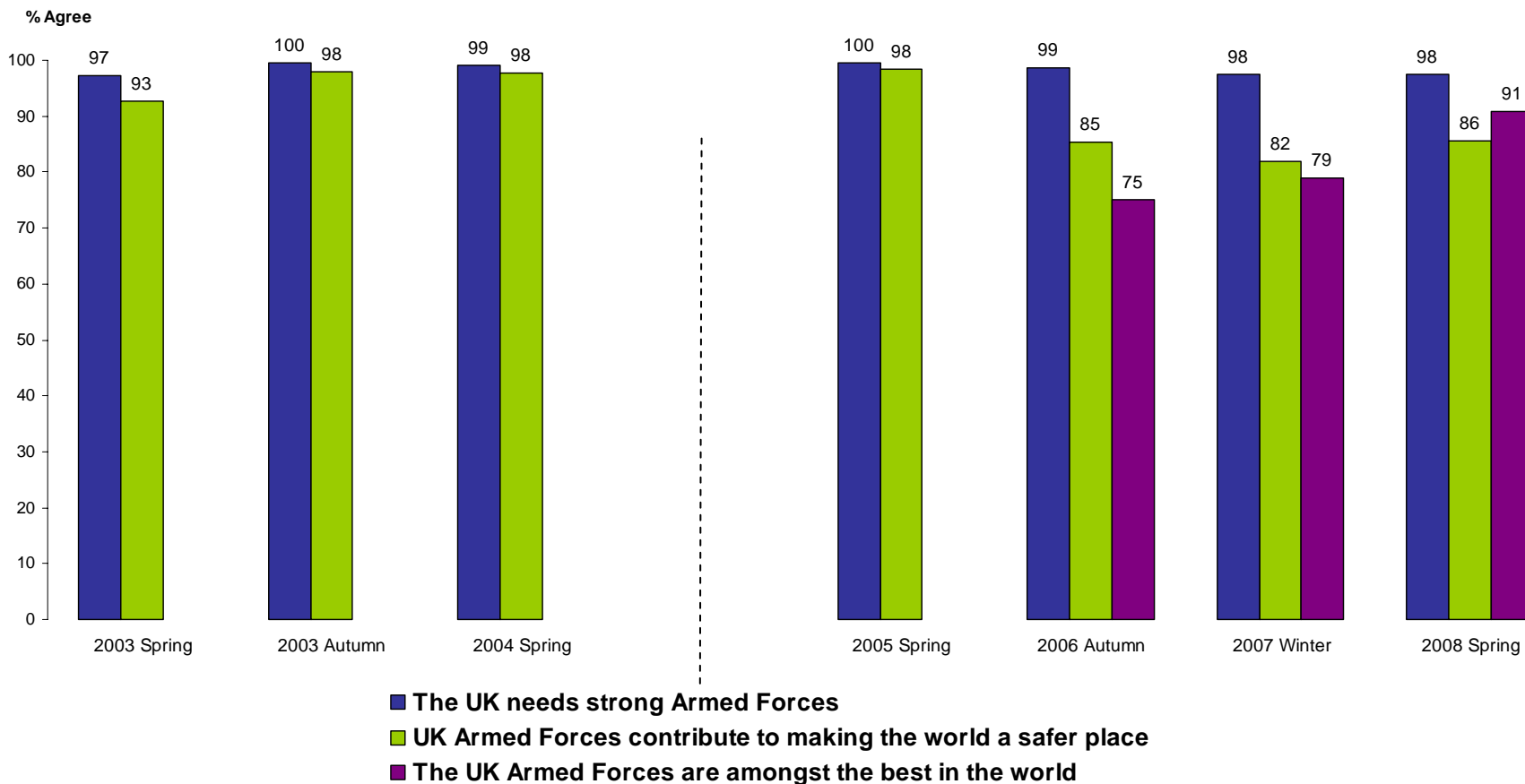


2008 Maximum Margin of Error	+/- 3%
2008 Minimum Unweighted base count	2487



*Only displays respondents who selected 'Agree'
Comparative questions were not available between 2003-2005

Headline Statistics – Reputation*



2008 Maximum Margin of Error	+/- 2%
2008 Minimum Unweighted base count	2787

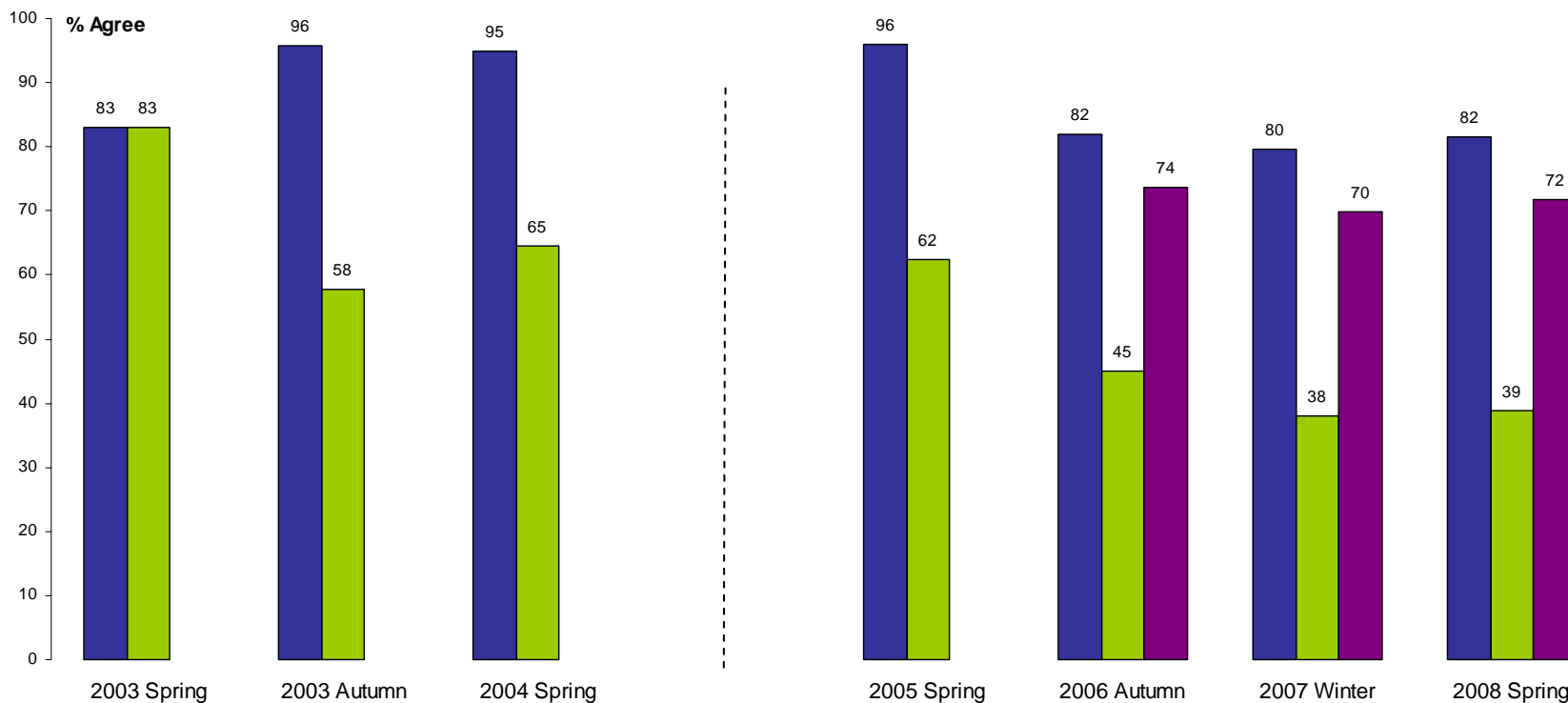


*Data gathered between 2003 – 2004 have not been weighted to reflect the characteristics of the overall population therefore are not directly comparable to 2005 – 2008 responses. No data are available prior to 2006 with reference to 'The UK Armed Forces are amongst the best in the world', the 2006/7 figures for this question are based on an average of 3 separate questions directed at each of the services.





Headline Statistics – Reputation*



- The UK Armed Forces have the highest professional standards
- UK Armed Forces look after their personnel
- UK Armed Forces training is world class

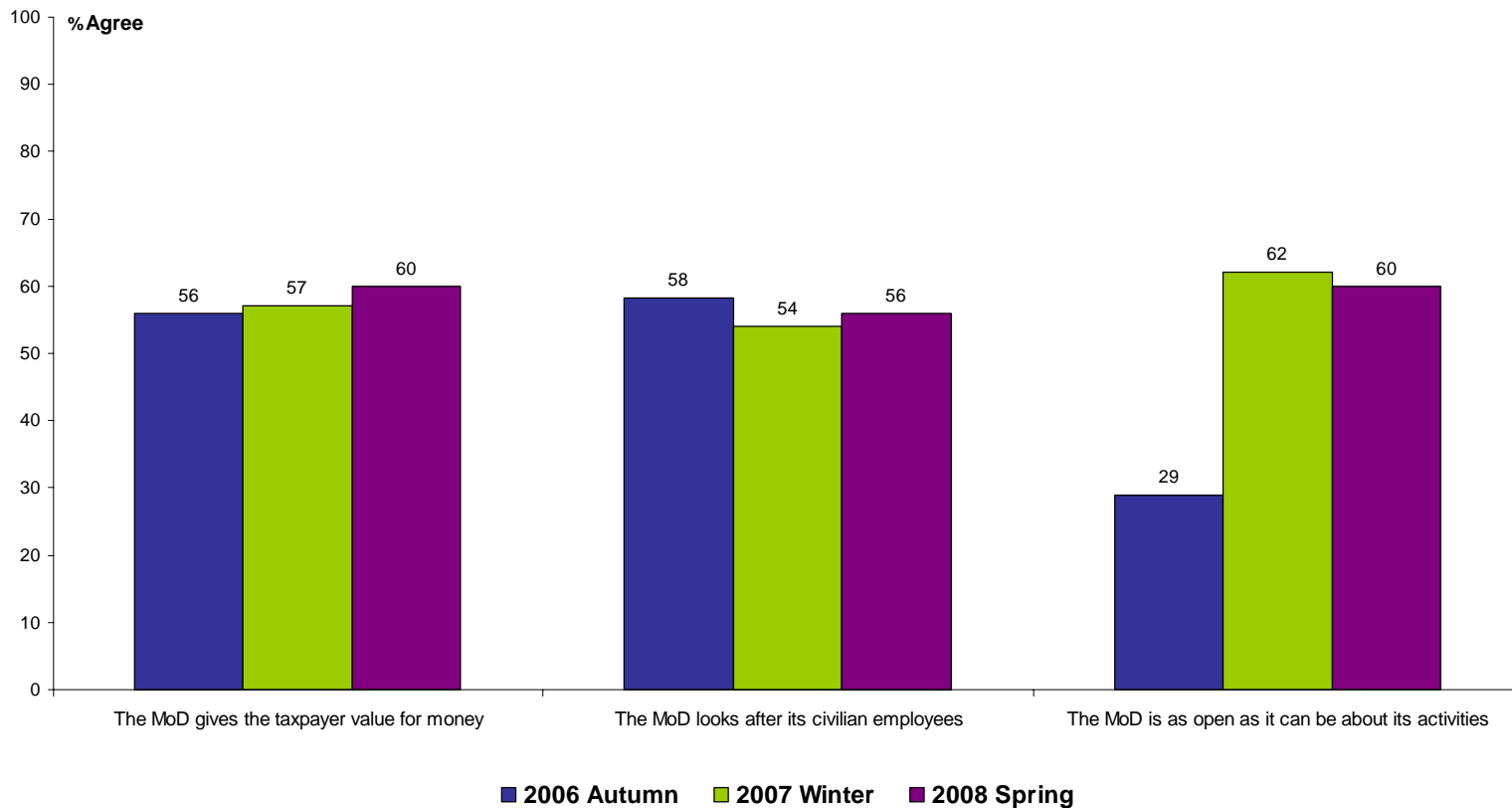
2008 Maximum Margin of Error	+/- 3%
2008 Minimum Unweighted base count	3379



*Data gathered between 2003 – 2004 have not been weighted to reflect the characteristics of the overall population therefore are not directly comparable to 2005 – 2008 responses. In terms of the last option, comparable data is only available between 2006-2008.



Headline Statistics – Reputation*



2008 Maximum Margin of Error	+/- 3%
2008 Minimum Unweighted base count	3399

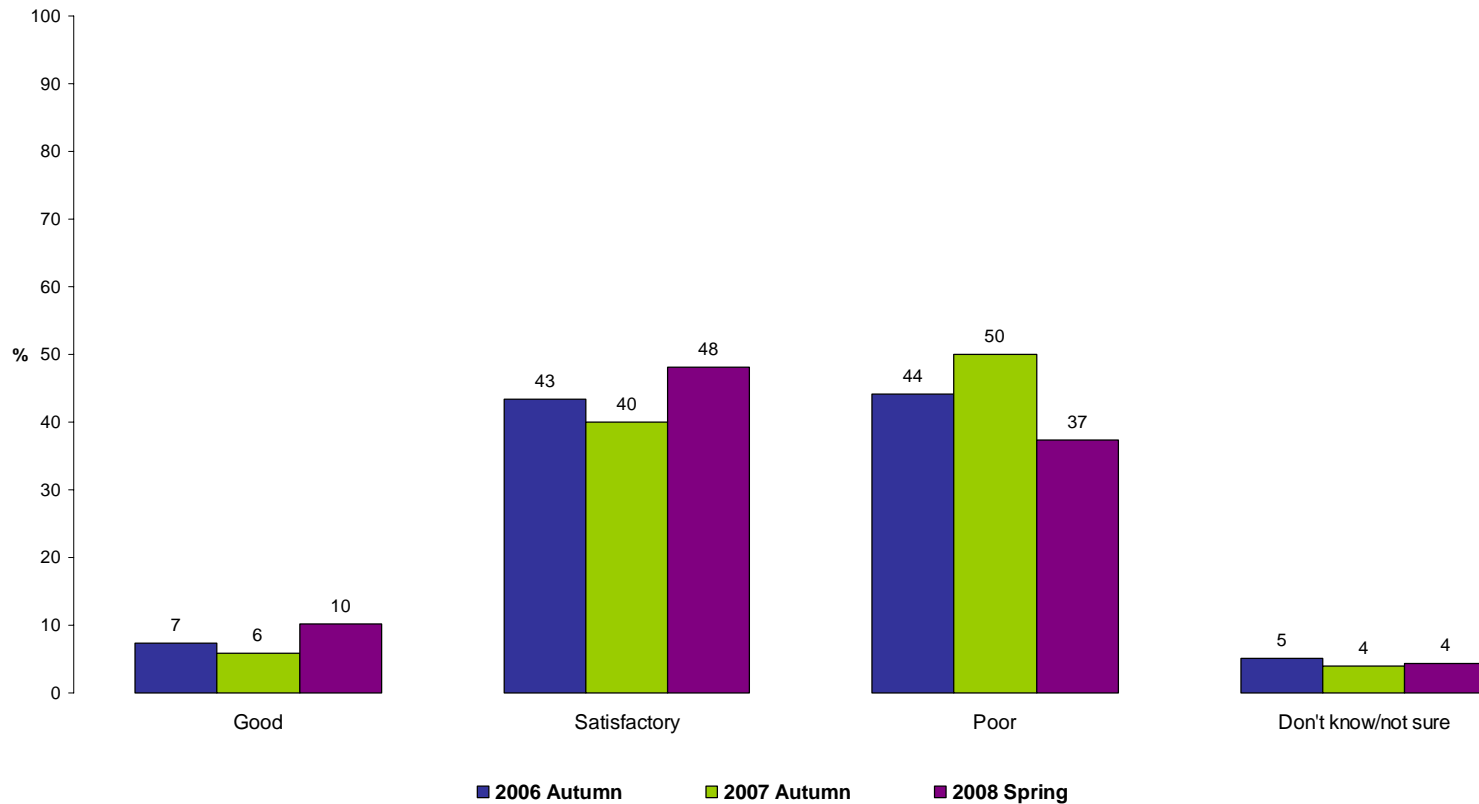


*Data gathered between 2003-2005 are not directly comparable



Headline Statistics – Equipment*

UK Armed Forces Equipment is:



Max Margin of Error	+/- 3%
Unweighted base count	3401

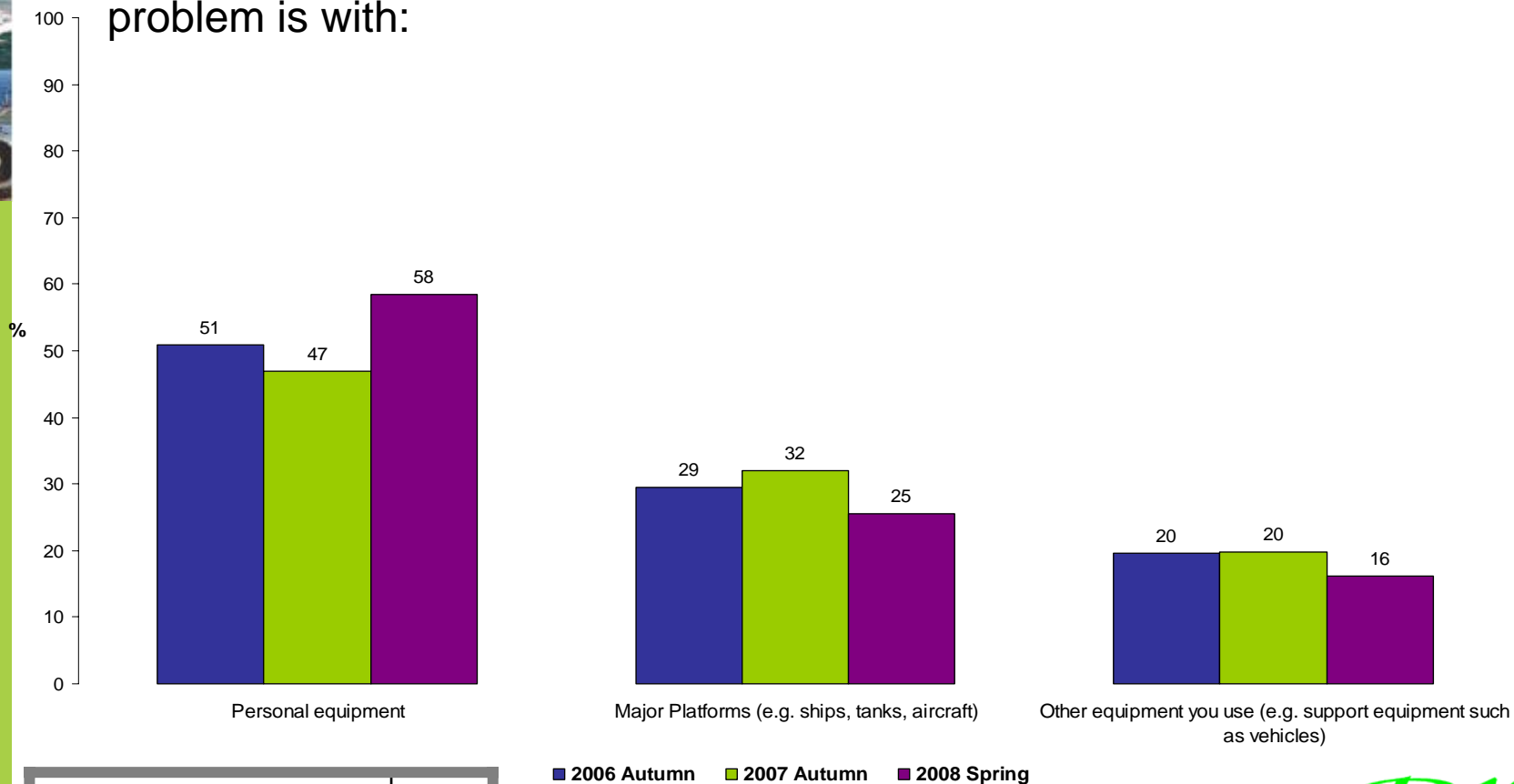


*Data gathered between 2003 – 2005 are not directly comparable



Headline Statistics – Equipment*

If you answered 'Poor' to Q3, the main problem is with:



2008 Max Margin of Error	N/A
2008 Unweighted base count	1176



*Data gathered between 2003 – 2005 are not directly comparable. All respondents who answered this question were included in the percentages.

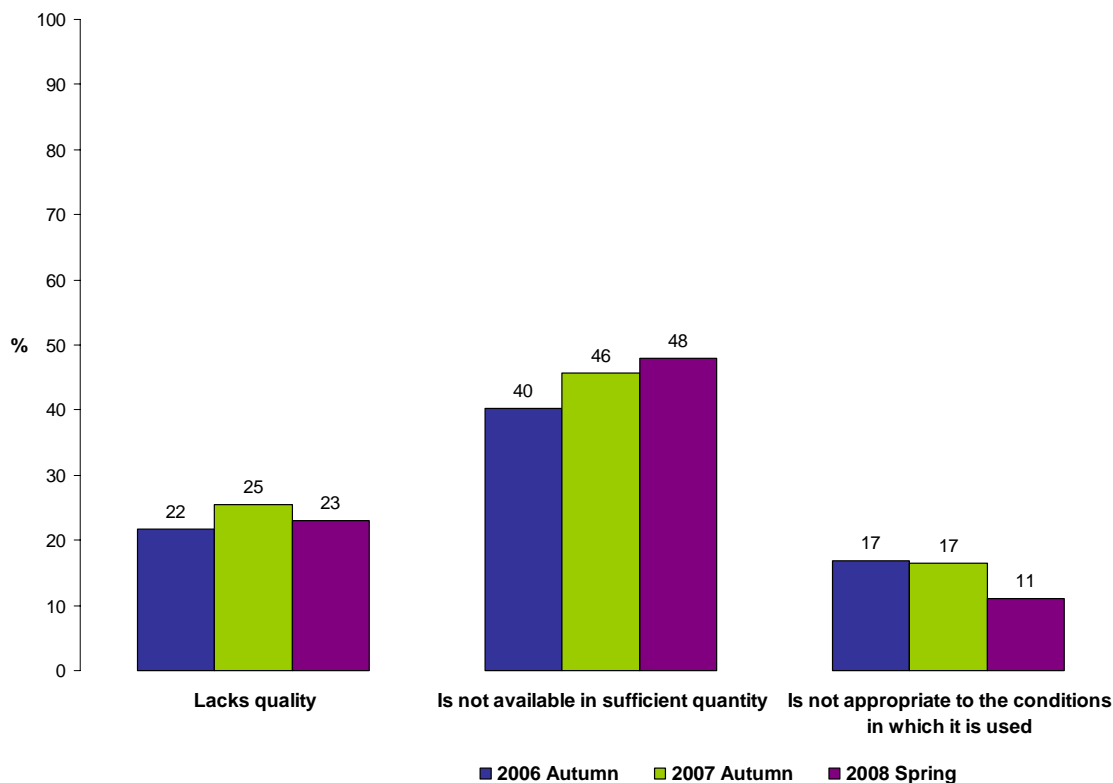
The 'Other' option did not include examples in the 2008 question, however, a free text box was included.





Headline Statistics – Equipment*

If you answered 'Poor' to Q3, the main problem is that equipment:



2008 Max Margin of Error	N/A
2008 Unweighted base count	1061



*Data gathered between 2003 – 2005 are not directly comparable. All respondents who answered this question are included in the percentages. In the 2008 question, an 'Other' option was also included along with a free text box.

Introduction

- Directorate General Media and Communications (DGMC) commissioned Defence Analytical Services and Advice (DASA) to survey military and civilian personnel in order to review:
 - Internal communication channels
 - Attitudes of respondents in terms of the reputation of the MoD and Armed Forces.
- The Target population was Tri-Service Regular personnel and MoD Civilians – Gurkhas, Untrained and Special Forces Personnel were not included.
- DGMC requested that trend analysis was included in the results. Therefore trend data has been amalgamated and where possible compared to the 2008 results, caveats have been detailed where appropriate.
- The 2008 sample increased by 5,083 when compared to 2007, this was in order to account for stratification by deployed personnel, and to allow for falling response rates particularly in terms of deployed and Army personnel.

DASA





Methodology

- A stratified sample was designed in order that the results were representative of:
 - Service
 - Deployed Personnel
 - Civilian Grades*

- The sample was designed to yield results of +/- 5% precision, whilst taking into account the effects of non-response

- The survey was distributed via Paper to 9,539 Military and Civilian personnel

- The survey was distributed via Electronic means to 2,084 Civilian personnel

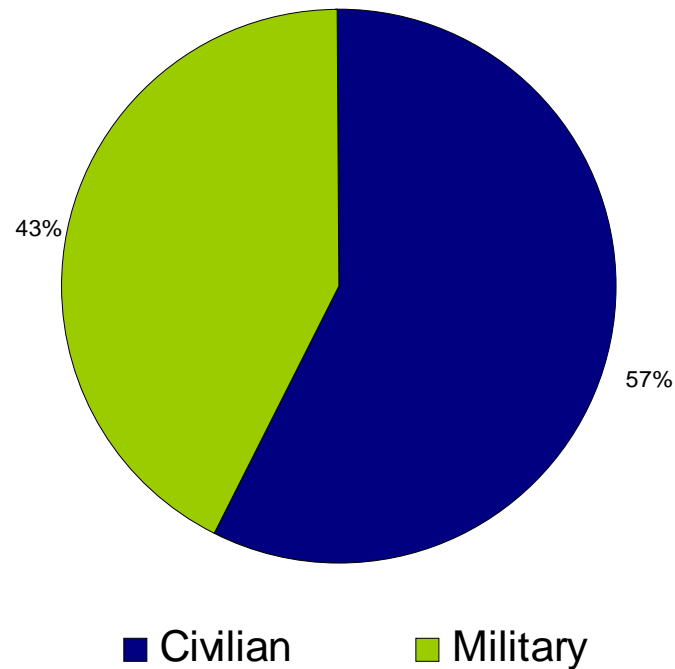
- The fieldwork was conducted 03 March – 04 April 2008

- Reminder letters were distributed on 17 March 2008 to the whole sample





Total Respondents: Proportion who are Civilian and Military

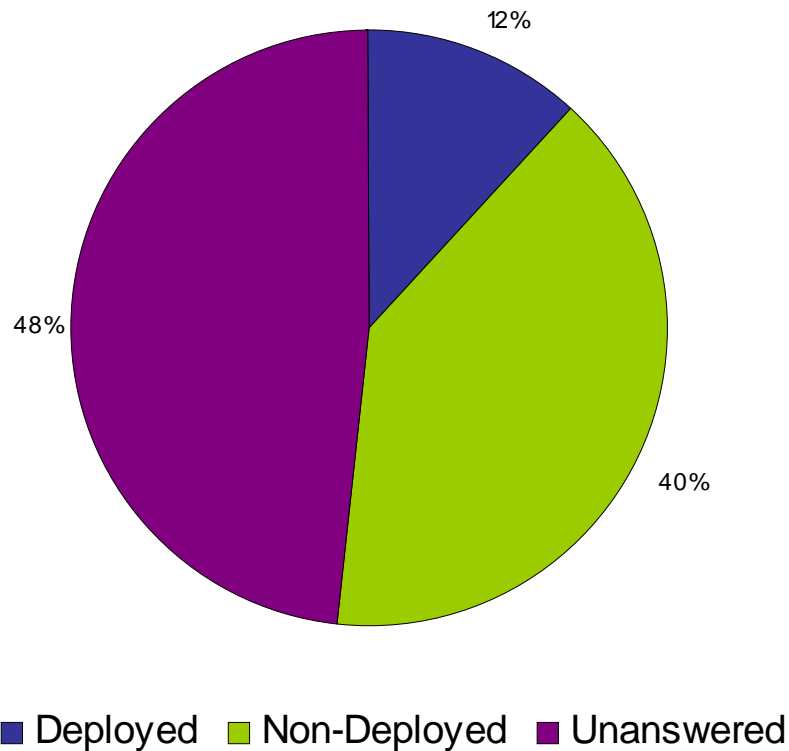


DASA





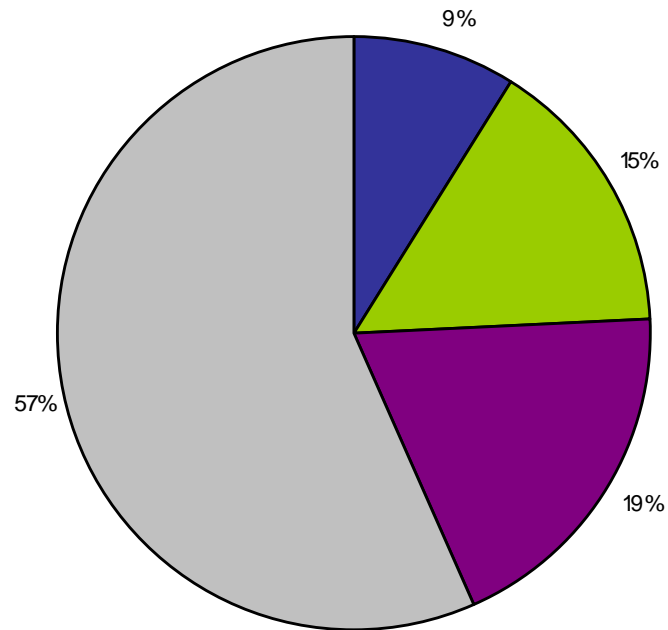
Total Respondents: Proportion who are Deployed and Non-Deployed*



*Respondents were asked to identify whether they were deployed or not, 48% of respondents did not select an option. However, 99% of those who did not select an option identified themselves as Civilians.



Total Respondents: Proportion by Service*



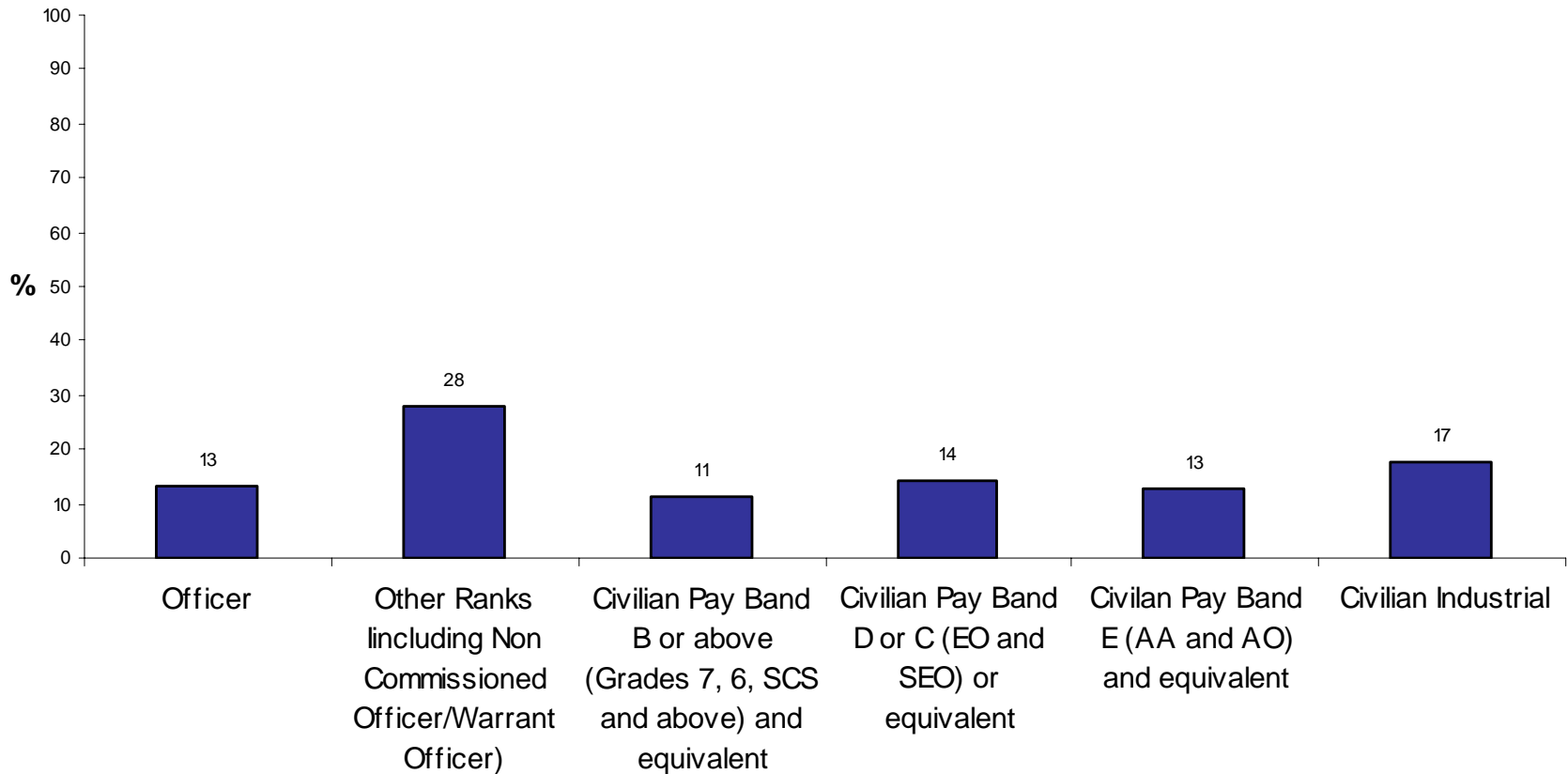
■ Royal Navy or Royal Marine ■ Army ■ Royal Air Force ■ Civilian



*As demonstrated in the response rates slide responses were particularly poor in terms of the Navy. Non-contact is thought to be a problem and also the length of time in the field may have unduly influenced Naval responses as many personnel may be at sea, which means it takes longer for surveys to reach them.



Total Respondents: Proportion by Grade / Rank





Response Rates: Displayed by Stratification*

Overall Response Rate	34%
Military	32%
Civilian	35%
Deployed	38%
Military non-deployed	30%
Civilian Electronic	33%
Civilian Paper	37%

- 55% of dispatched deployed questionnaires were returned blank, once this had been accounted for the deployed response rate was 38%, apportioning previously believed non-response to in fact non-contact.
- Surprisingly, paper responses were higher than electronic responses, this may reflect some distribution issues that were met in terms of overcoming the MoD electronic mail security systems.

Overall Response Rate	34%
Navy (Non-Deployed)	24%
Army (Non-Deployed)	26%
RAF (Non-Deployed)	43%
Civilian Pay Band B or above and equivalent	35%
Civilian Pay Band D or C and equivalent	46%
Civilian Pay Band E and equivalent	35%
Civilian Industrial	25%

- Naval responses were particularly disappointing, typically Army response rates are lower than Naval. As suggested this may be due to non-contact and issues in terms of allowing enough time to reach sea deployed personnel.
- Civilian Industrial respondents were boosted in terms of the sample as they were expected to be low in terms of response. Therefore, although the response rates are low they are higher than expected therefore grade comparisons are possible.



Limitations

- Military address data gathered from JPA is currently limited in terms of accuracy, quality and timeliness. Therefore non-contact is cited as a problem in this survey.
- Consequently, accurately identifying the deployed population was problematic, and stratification of the sample was limited statistically. Furthermore a large proportion of the Afghanistan survey's were returned as the personnel were not known at that location.
- Once the electronic surveys had been dispatched it became apparent that due to increased electronic mail security measures, respondents were initially advised that the survey was not from a reliable source. Measures were taken to address this, however, it is likely that response rates were affected, and potential non-response bias has been introduced.

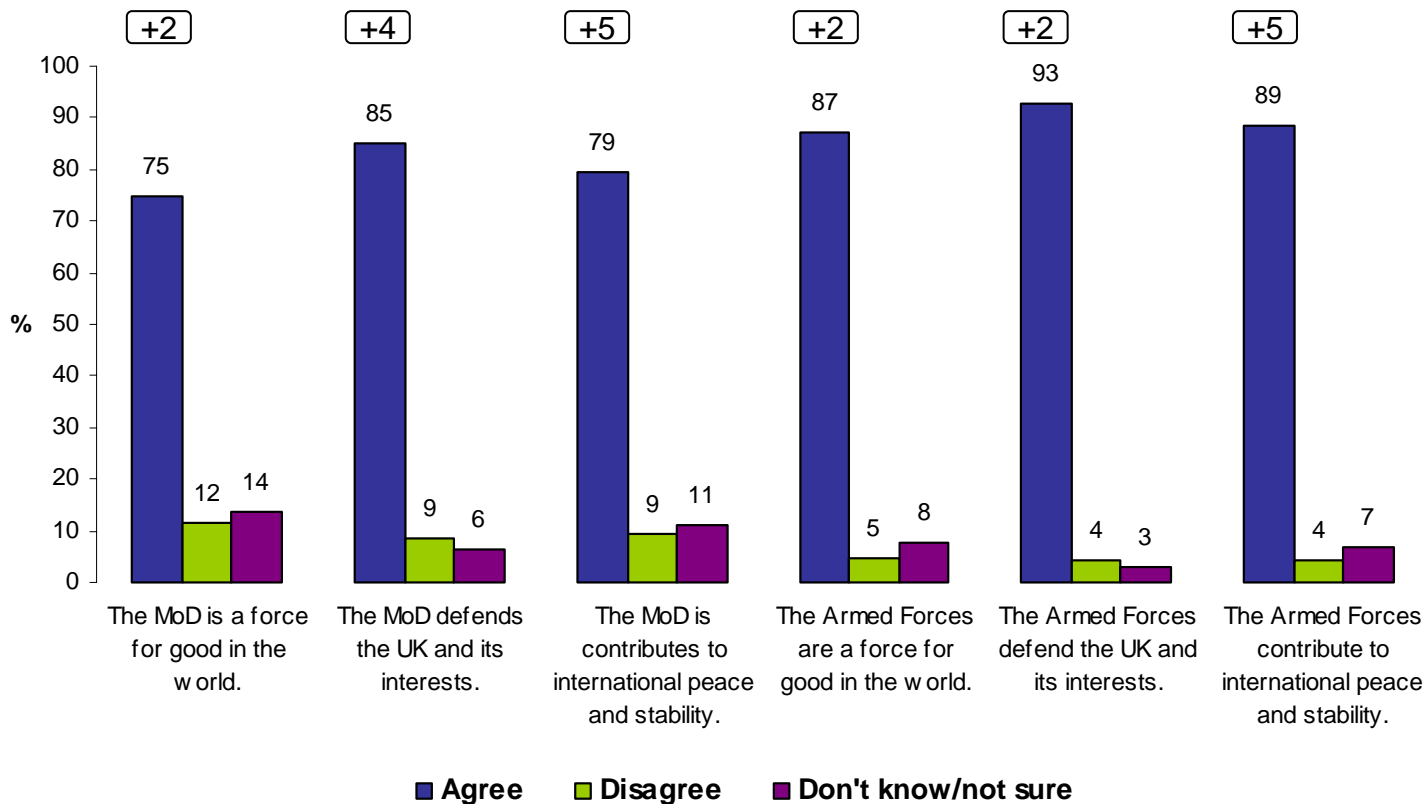
In order to increase future response rates the following actions are recommended:

1. The survey is in the field for a minimum of 8 weeks to allow for those overseas, and addressing issues.
2. The reminder letter includes a duplicate survey, anecdotal evidence identified that many personnel received the reminder but not the survey in 2008 – despite the address information being identical.
3. Unique identifiers are included with the surveys so that responses can be tracked and efforts made to target particular sites or areas where responses are low during the in field time.
4. Focus groups are initiated in order to identify any issues in terms of understanding and interpretation of the questions, and also to gather information with regards to non-response, and attitudes towards the survey content.

The logo for DASA, featuring the letters 'DASA' in a stylized, italicized, green font with a horizontal line underneath.



Your Views Overall* – Do you agree/disagree with the following:



Maximum Margin of Error	+/- 3%
Minimum Unweighted base count	2487

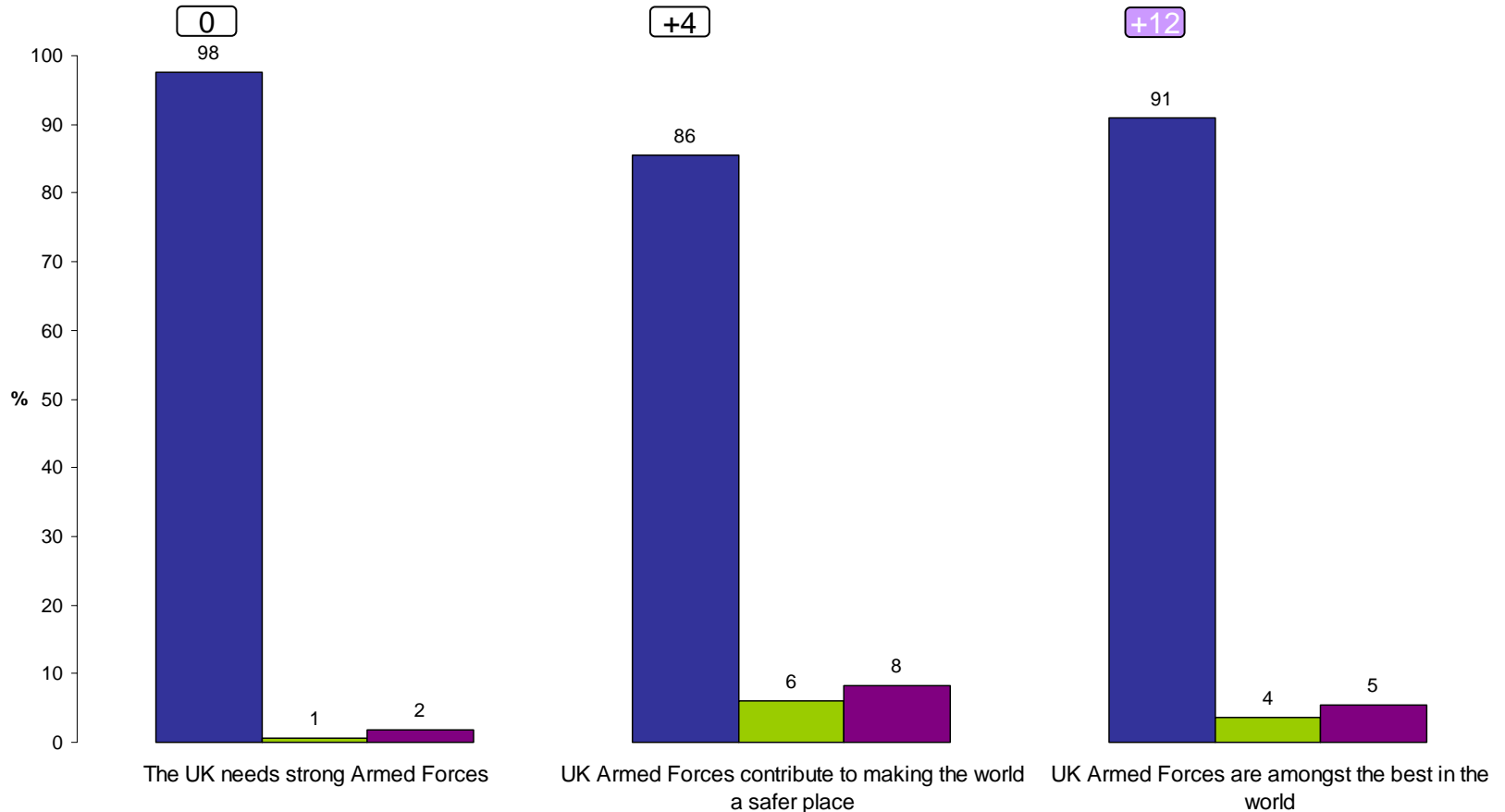


*Data have been weighted to proportionally reflect the characteristics of the overall population.

2007 highlighted comparisons are identified as statistically significant.



Your Views Overall* – Do you agree/disagree with the following:



Maximum Margin of Error	+/- 2%
Minimum Unweighted base count	2787

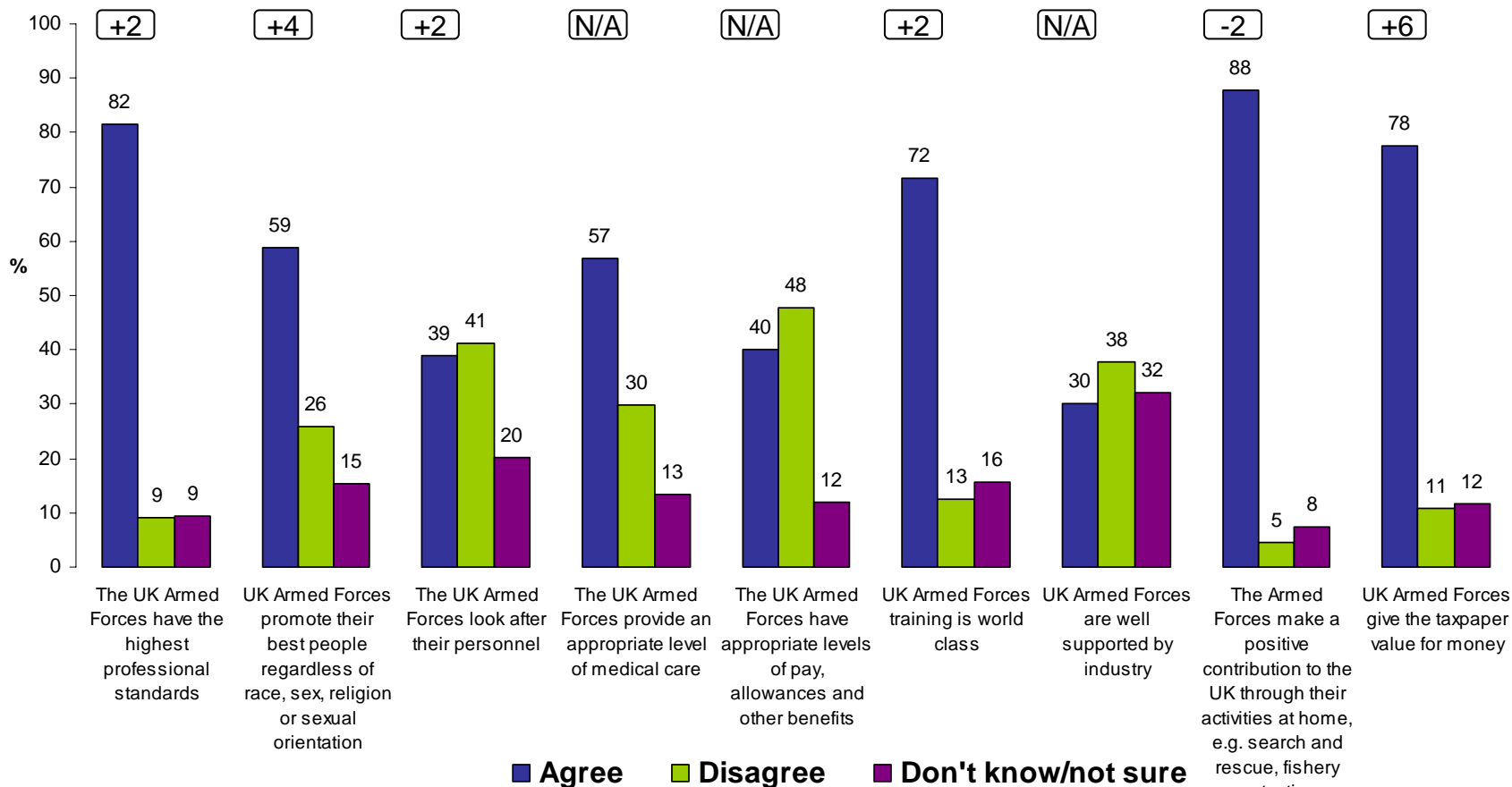
■ Agree ■ Disagree ■ Don't know/not sure



*Data have been weighted to proportionally reflect the characteristics of the overall population.

2007 highlighted comparisons are identified as statistically significant.

Your Views Overall* – Do you agree/disagree with the following:



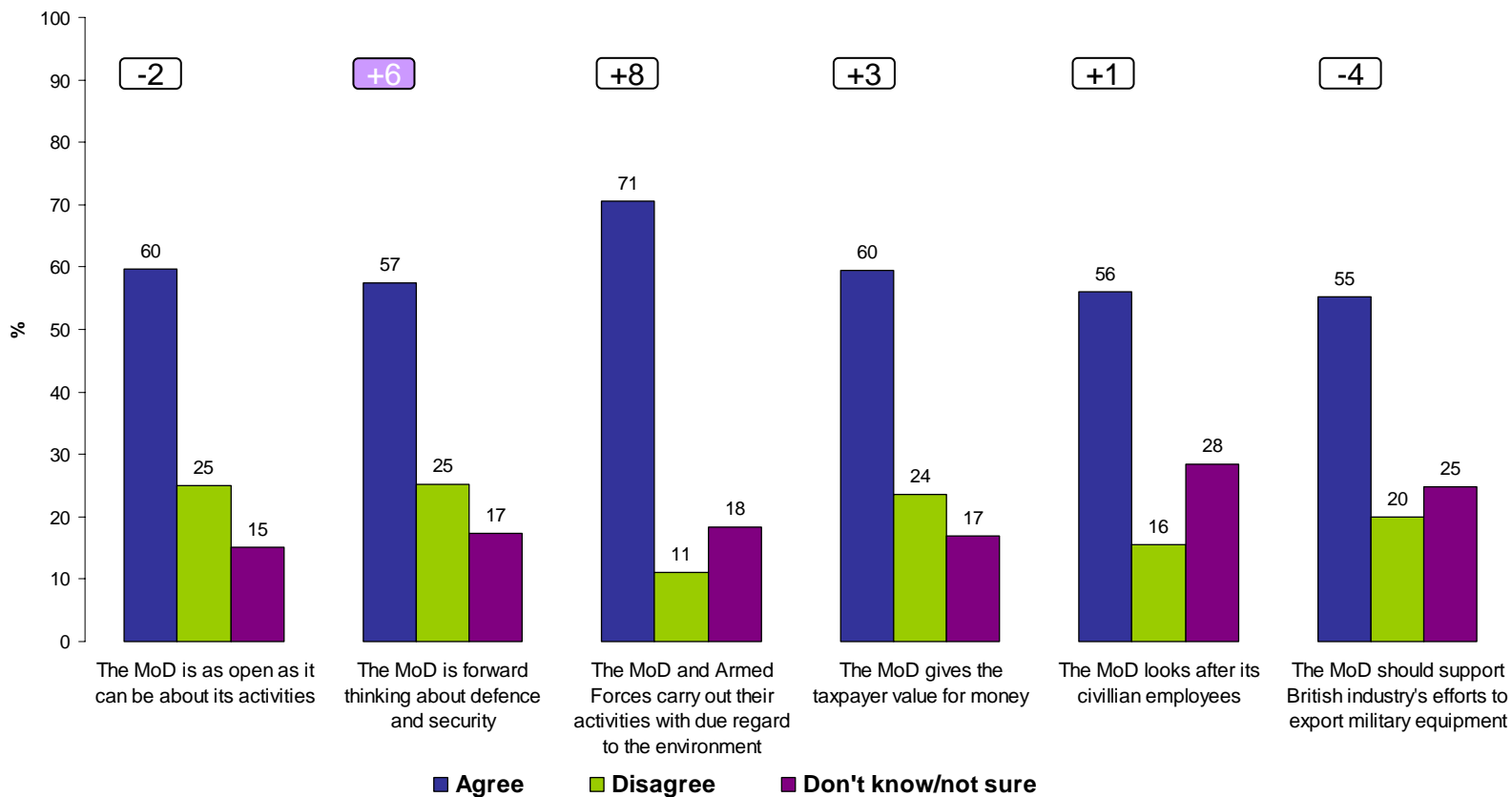
Maximum Margin of Error	+/- 3%
Minimum Unweighted base count	3379



*Data have been weighted to proportionally reflect the characteristics of the overall population. Where N/A is stated no comparisons are available, highlighted comparisons are identified as statistically significant.



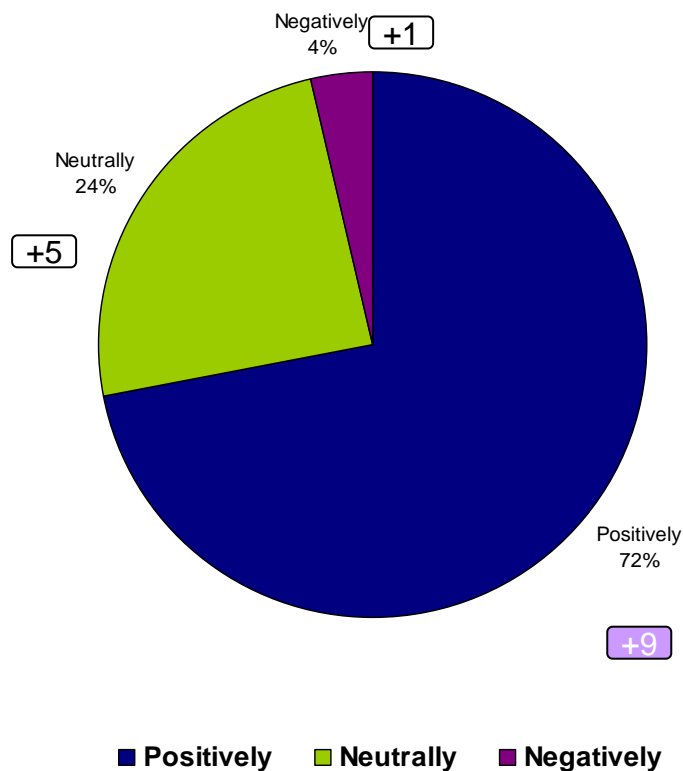
Your Views Overall* – Do you agree/disagree with the following:



Maximum Margin of Error	+/- 3%
Minimum Unweighted base count	3399



Your Views Overall* – If discussing the Armed Forces with people outside of the Armed Forces / MoD do you present them:

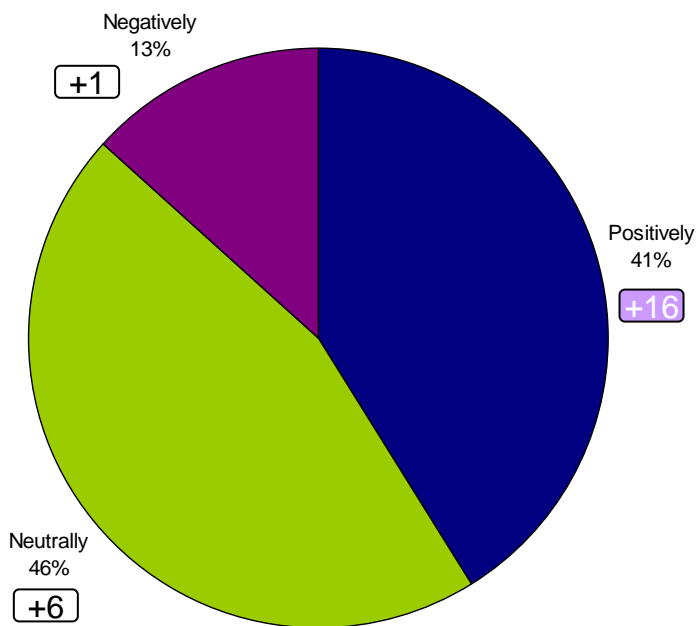


Maximum Margin of Error	+/- 2%
Minimum Unweighted base count	3395



*Data have been weighted to proportionally reflect the characteristics of the overall population. 2007 highlighted comparisons are identified as statistically significant. The percentage differences do not sum to 0 because an additional 'I don't discuss' option was included in the 2007 question.

Your Views Overall* – If discussing the MoD with people outside of the Armed Forces / MoD do you present it:



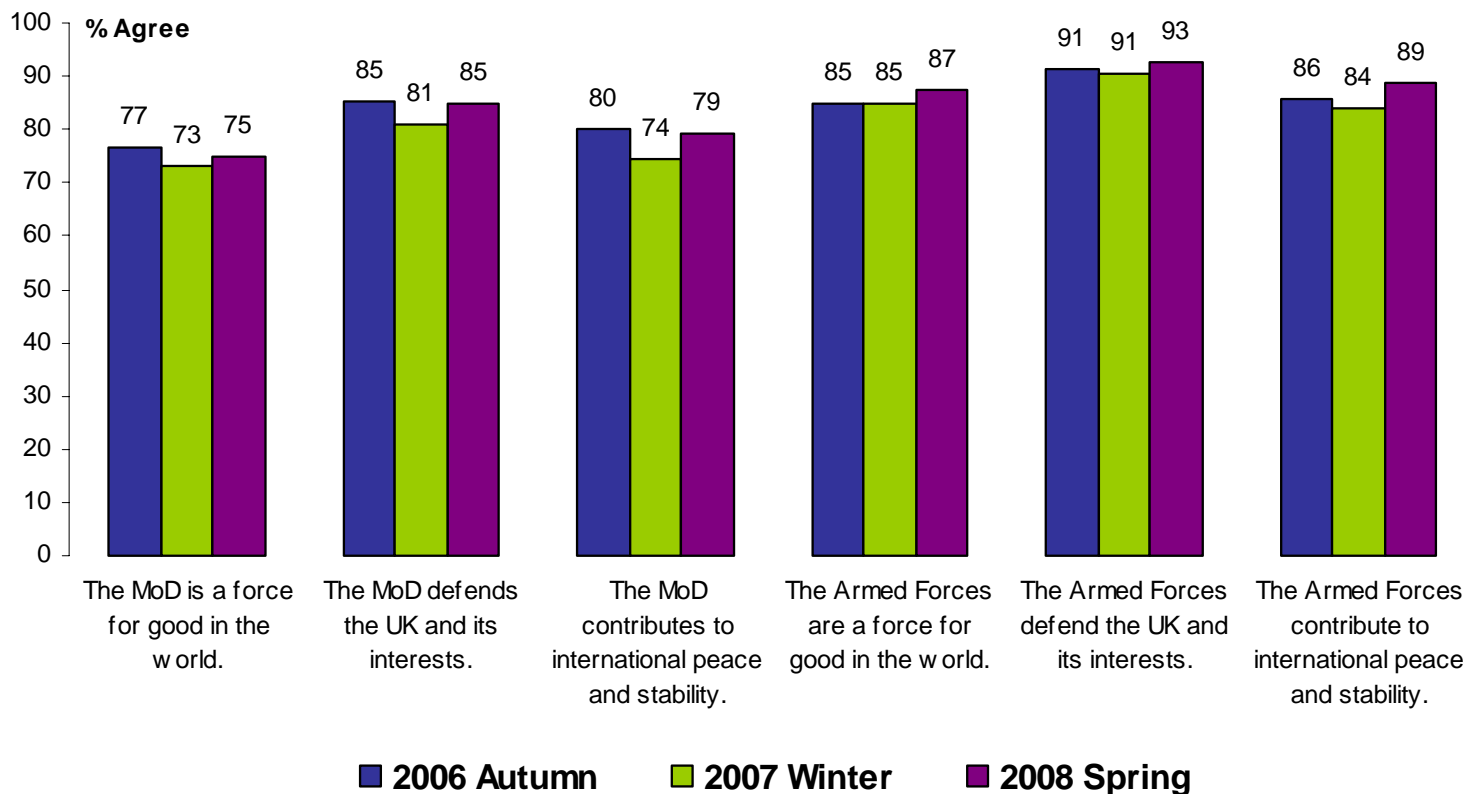
■ Positively ■ Neutrally ■ Negatively

Maximum Margin of Error	+/- 3%
Minimum Unweighted base count	3393



*Data have been weighted to proportionally reflect the characteristics of the overall population. 2007 highlighted comparisons are identified as statistically significant. The percentage differences do not sum to 0 because an additional 'I don't discuss' option was included in the 2007 question.

Your Views Trend* – Do you agree/disagree with the following:



2008 Maximum Margin of Error	+/- 3%
2008 Minimum Unweighted base count	2487



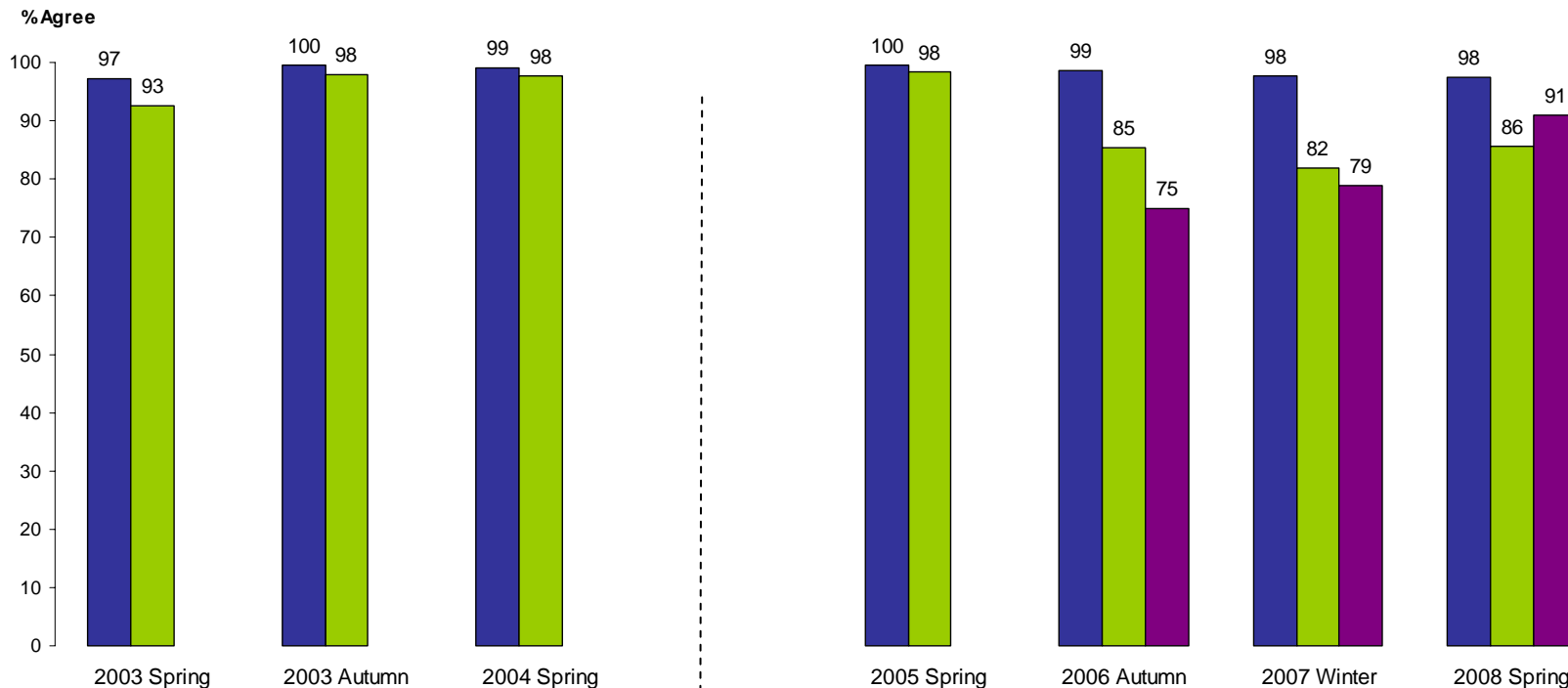
*Data have been weighted to proportionally reflect the characteristics of the overall population, only respondents who selected 'Agree' are displayed.

Comparative questions were not available between 2003-2005.





Your Views Trend* – Do you agree/disagree with the following:



- The UK needs strong Armed Forces
- UK Armed Forces contribute to making the world a safer place
- The UK Armed Forces are amongst the best in the world

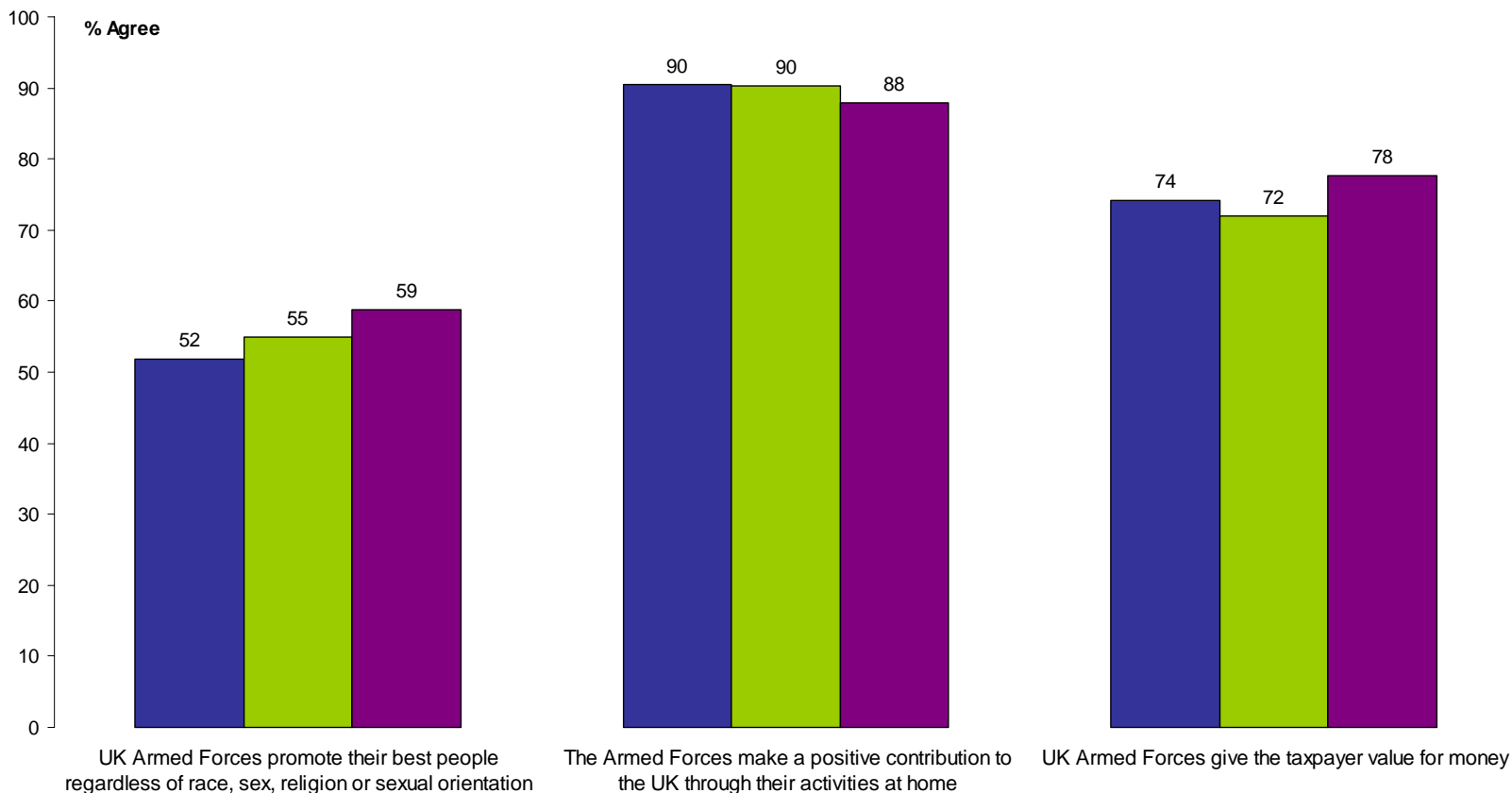
2008 Maximum Margin of Error	+/- 2%
2008 Minimum Unweighted base count	2787



*Data gathered between 2003 – 2004 have not been weighted to reflect the characteristics of the overall population therefore are not directly comparable with 2005 – 2008 responses. Only respondents who selected 'Agree' are displayed. No data are available prior to 2006 with reference to 'The UK Armed Forces are amongst the best in the world', the 2006/7 figures for this question are based on an average of 3 separate questions directed at each of the services.



Your Views Trend* – Do you agree/disagree with the following:



2008 Maximum Margin of Error	+/- 3%
2008 Minimum Unweighted base count	3379

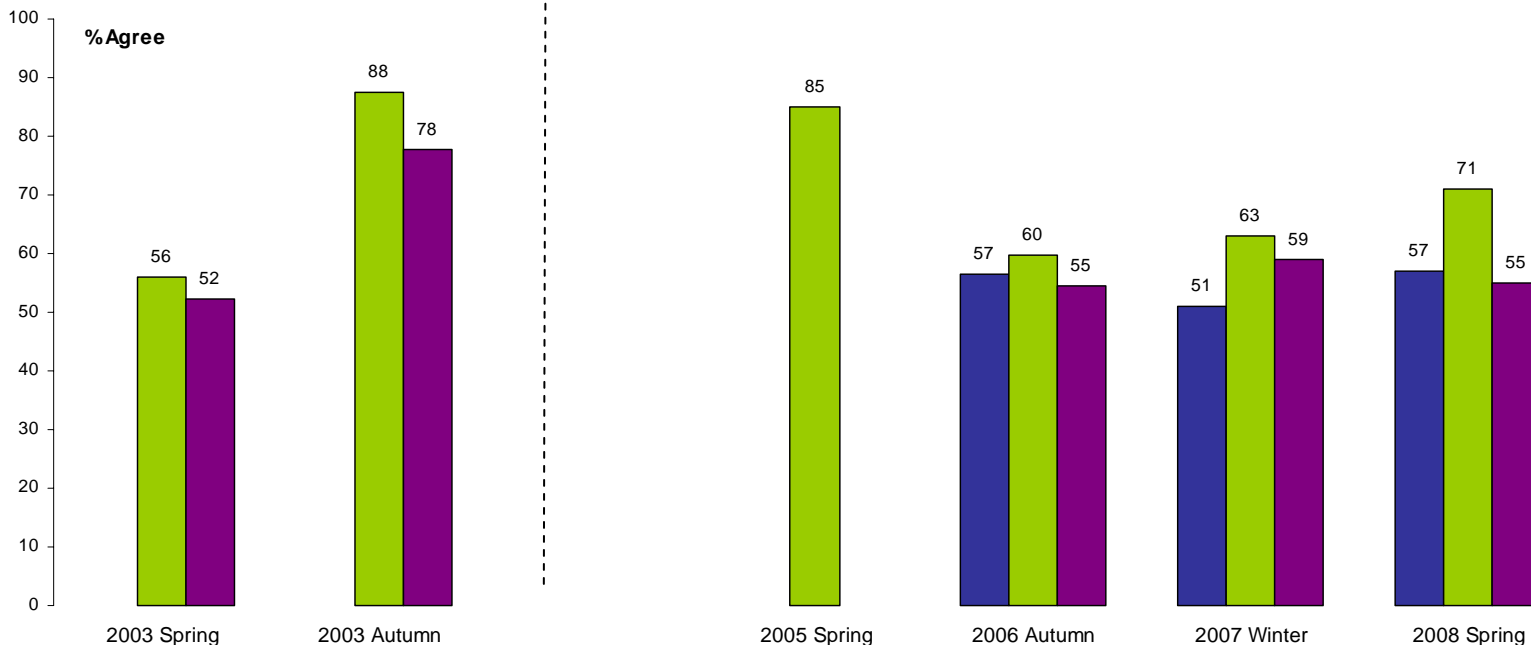
■ 2006 Autumn ■ 2007 Autumn ■ 2008 Spring



*Data have been weighted to proportionally reflect the characteristics of the overall population, only respondents who selected 'Agree' are displayed. Comparative questions were not available between 2003-2005.



Your Views Trend* – Do you agree/disagree with the following:



- The MoD is forward thinking about defence and security
- The MoD and Armed Forces carry out their activities with due regard for the environment
- The MoD should support British industry's efforts to export military equipment

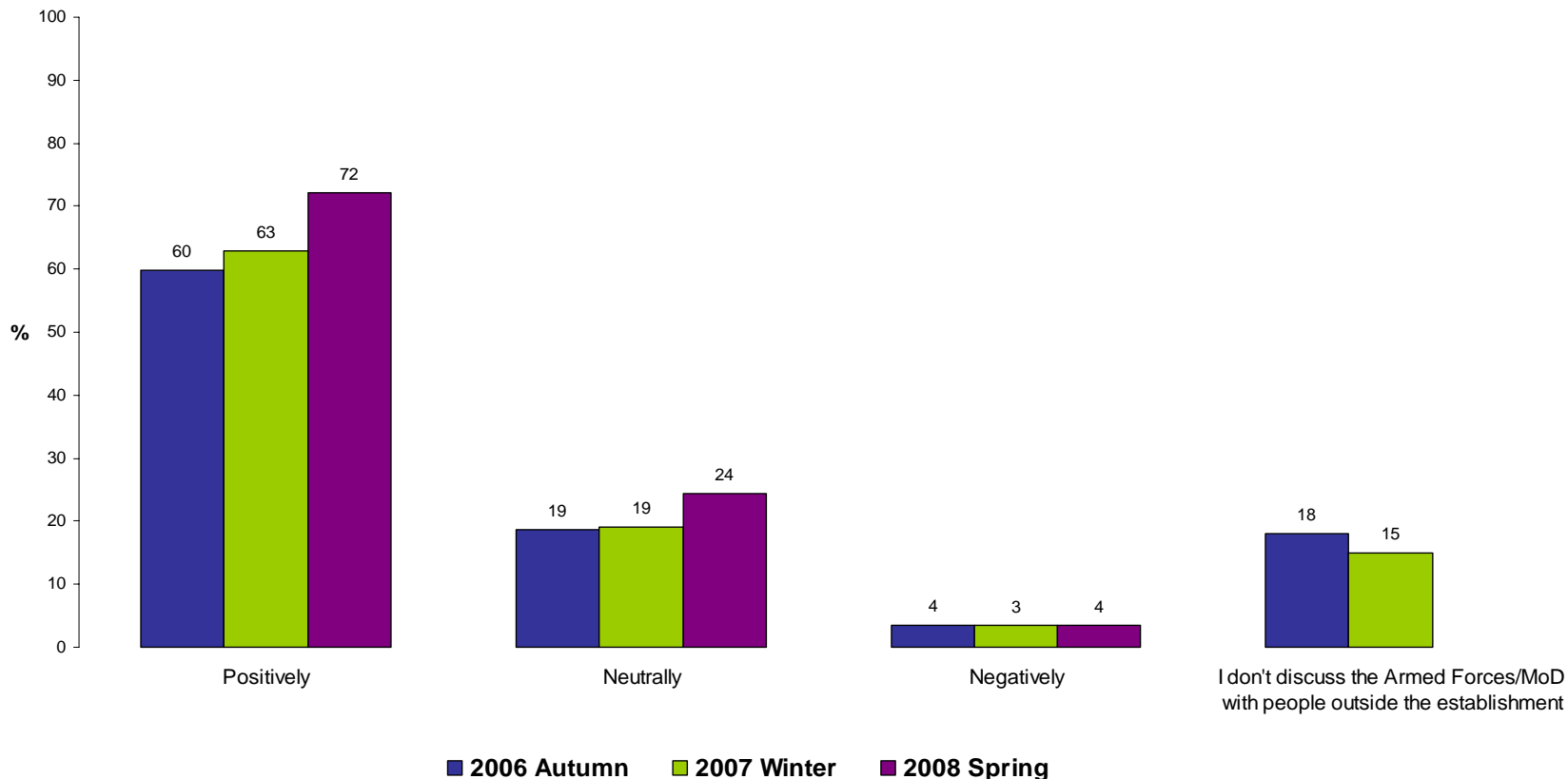
2008 Maximum Margin of Error	+/- 3%
2008 Minimum Unweighted base count	3399



*Data gathered between 2003 – 2004 have not been weighted to reflect the characteristics of the overall population therefore are not directly comparable to 2005 – 2008 responses. Only respondents who selected 'Agree' are displayed. No data are available in terms of the first question prior to 2006.



Your Views Trend* – If discussing the Armed Forces with people outside of the Armed Forces / MoD do you present them:



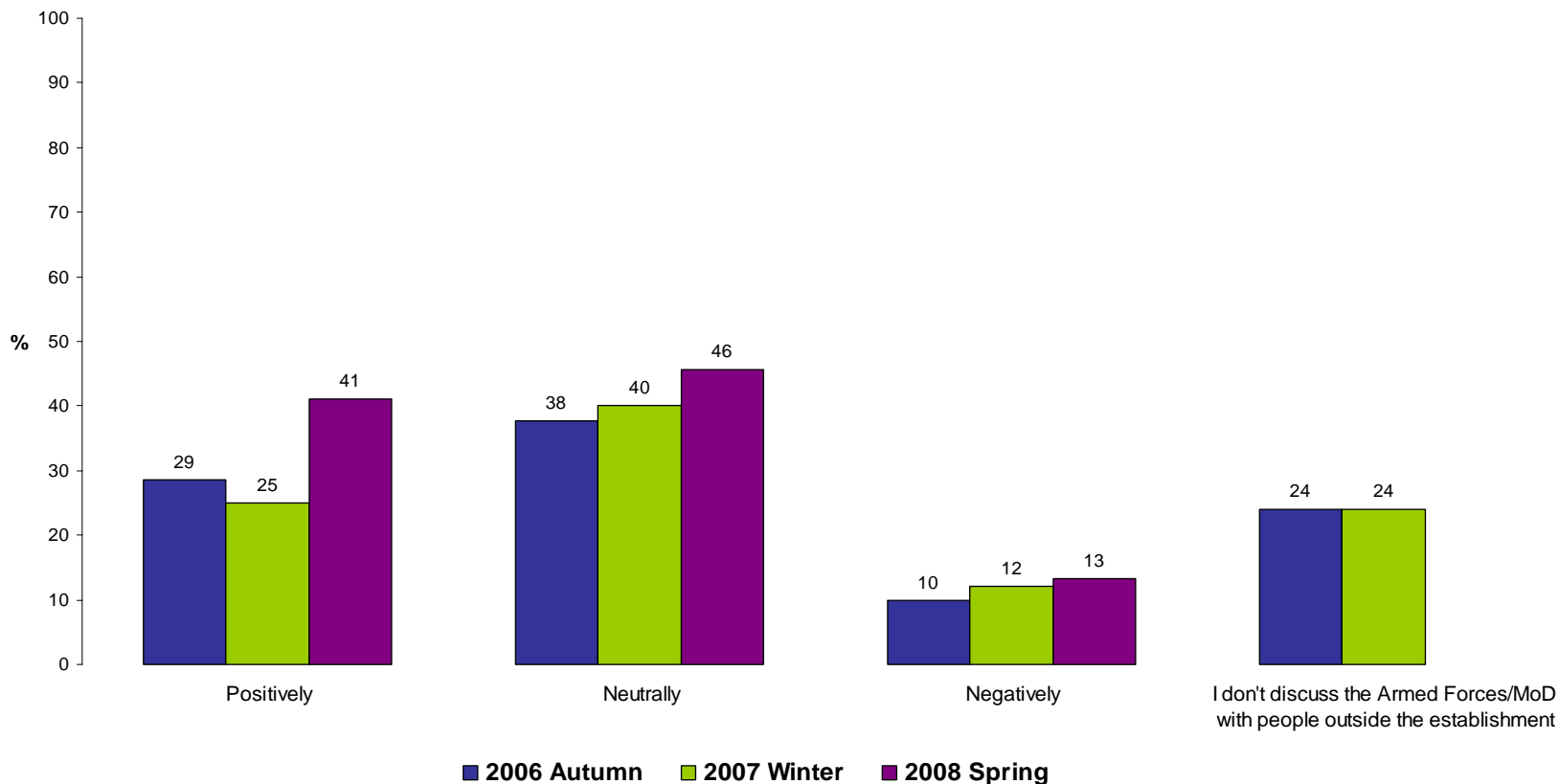
2008 Maximum Margin of Error	+/- 2%
2008 Minimum Unweighted base count	3395



*Data have been weighted to proportionally reflect the characteristics of the overall population. Comparative questions were not available between 2003-2005.



Your Views Trend* – If discussing the MoD with people outside of the Armed Forces / MoD do you present it:

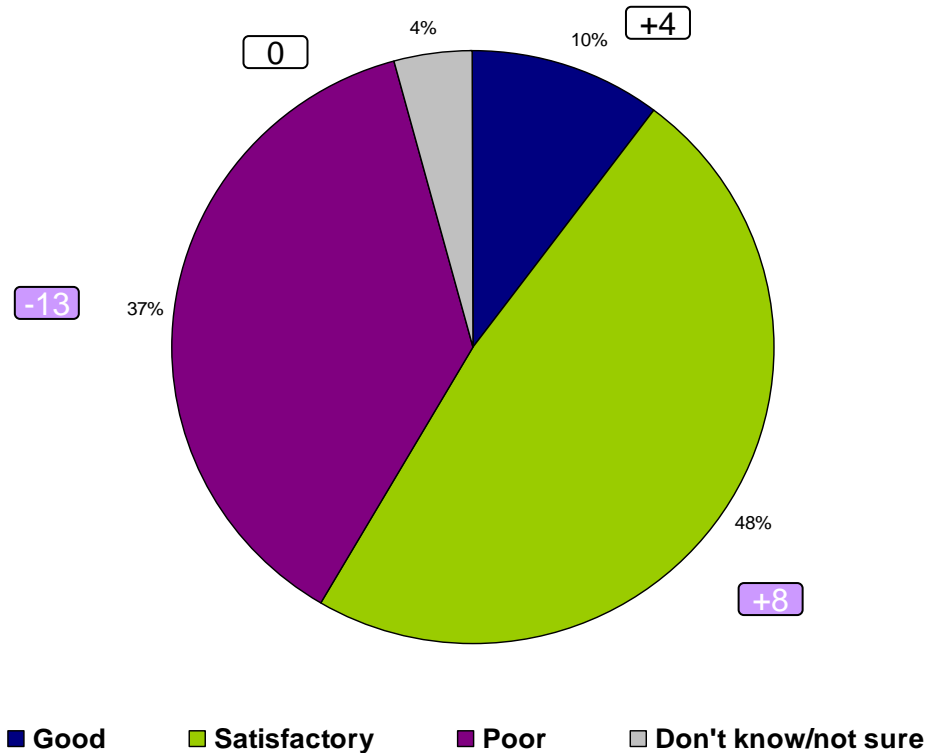


2008 Maximum Margin of Error	+/- 3%
2008 Minimum Unweighted base count	3393



*Data have been weighted to proportionally reflect the characteristics of the overall population, only respondents who selected 'Agree' are displayed. Comparative questions were not available between 2003-2005. The last option was not included in 2008.

Equipment Overall*: UK Armed Forces equipment is:



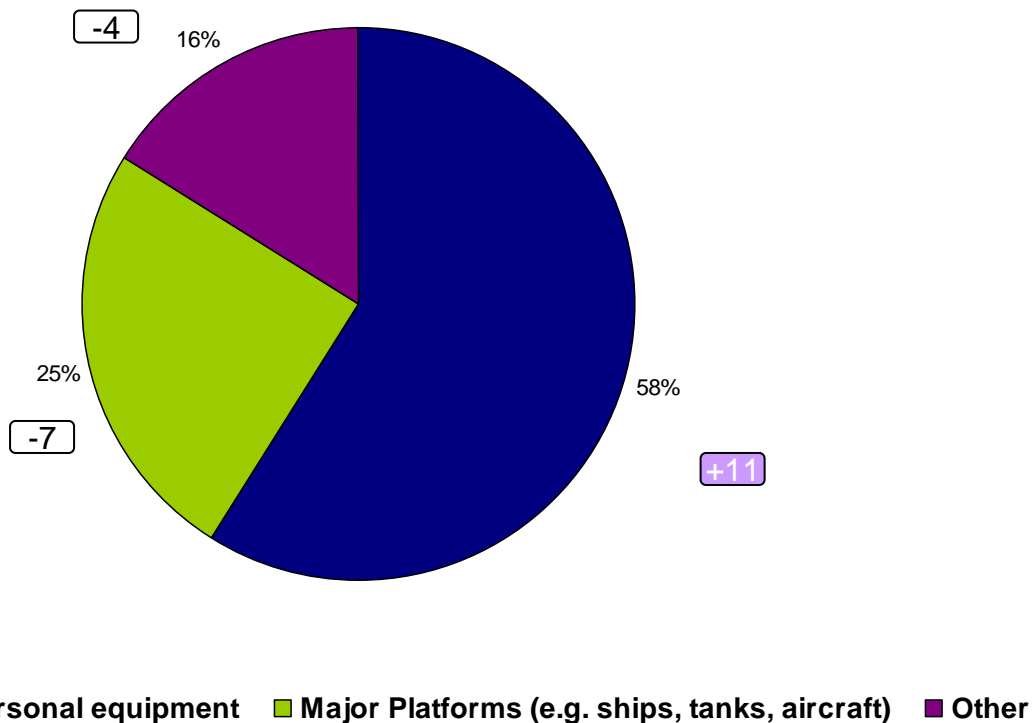
Maximum Margin of Error	+/- 3%
Minimum Unweighted base count	3401



*Data have been weighted to proportionally reflect the characteristics of the overall population. 2007 highlighted comparisons are identified as statistically significant.



Equipment Overall*: If you answered 'Poor' to Q3, the main problem is with (Please tick one):

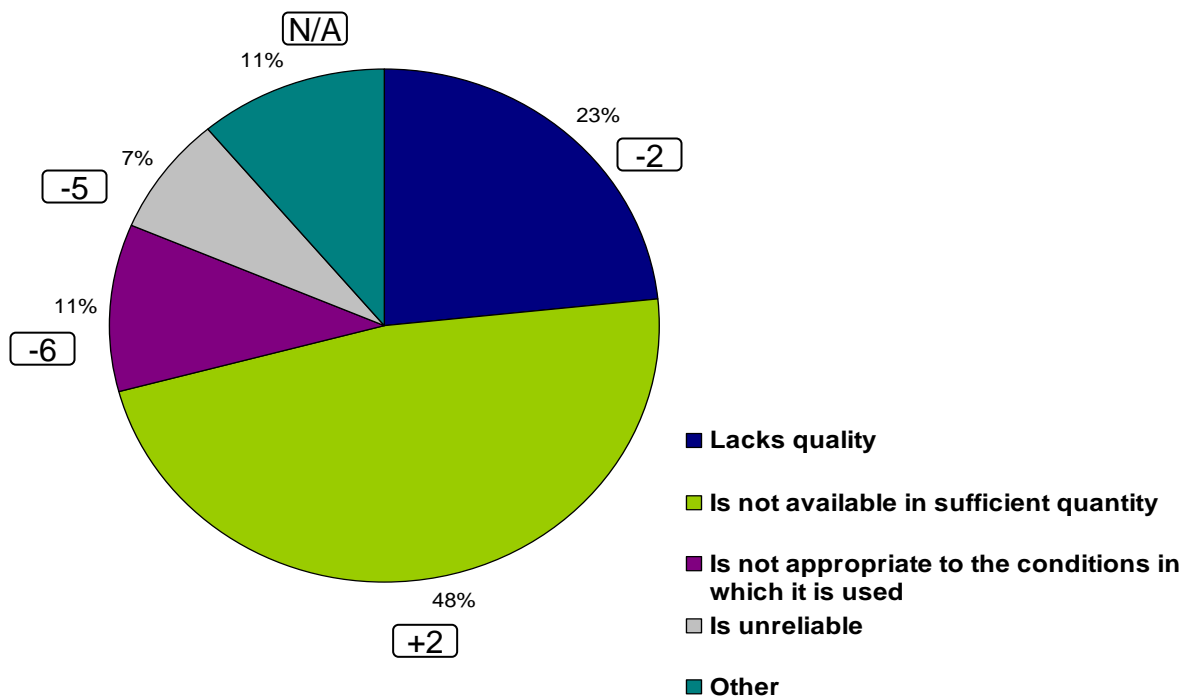


Maximum Margin of Error	N/A
Minimum Unweighted base count	1176

*Data have been weighted to proportionally reflect the characteristics of the overall population. Only respondents who answered 'Poor' to Q3 have been included in the percentages. 2007 highlighted comparisons are identified as statistically significant.



Equipment Overall*: If you answered 'Poor' to Q3, the main problem is that equipment (please tick one only):

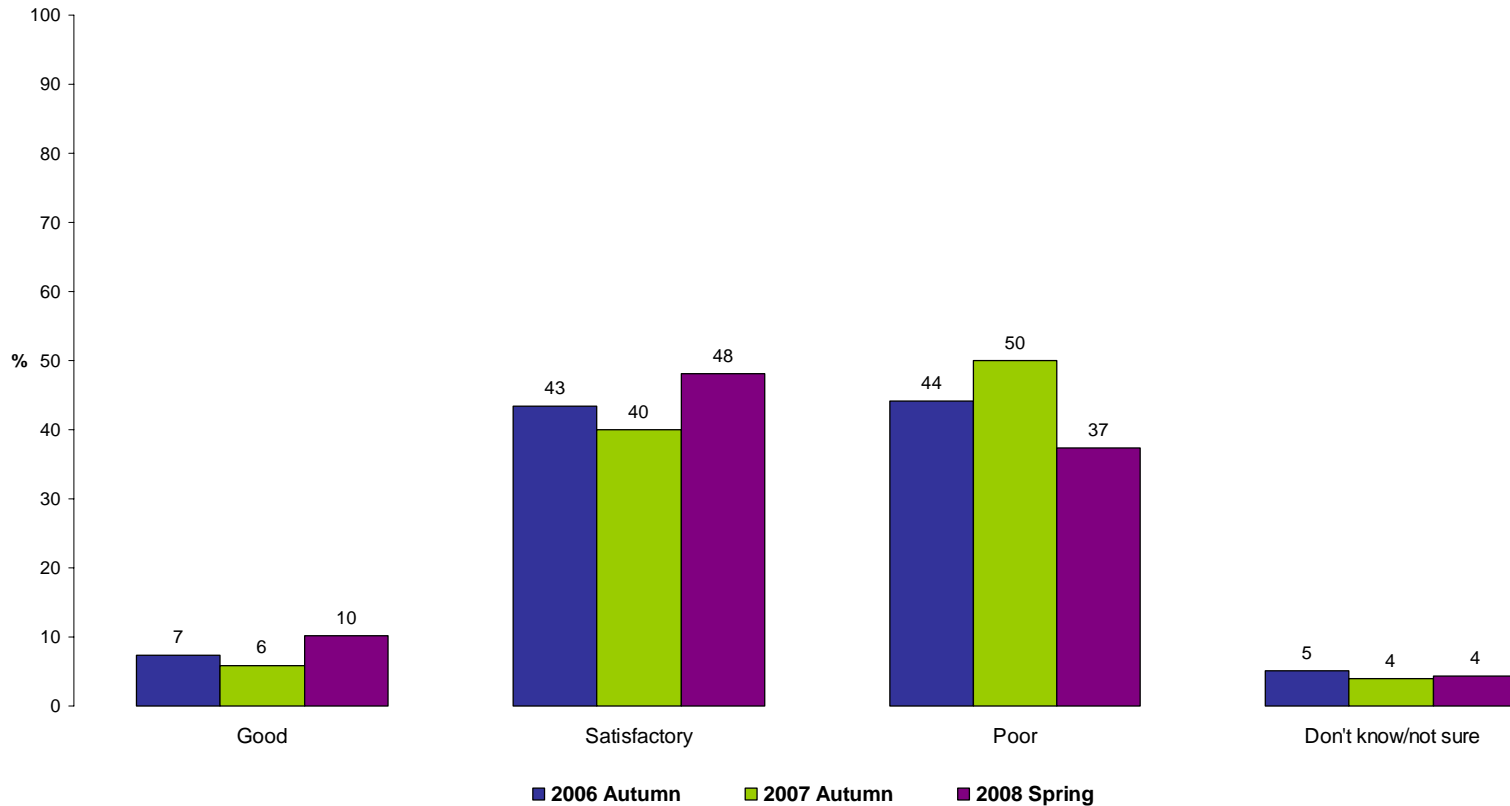


Maximum Margin of Error	N/A
Minimum Unweighted base count	1061



*Data have been weighted to proportionally reflect the characteristics of the overall population. All respondents who answered Q5 have been included in the percentages. 2007 highlighted comparisons are identified as statistically significant, where N/A is stated no comparison is available.

Equipment Trend*: UK Armed Forces equipment is:

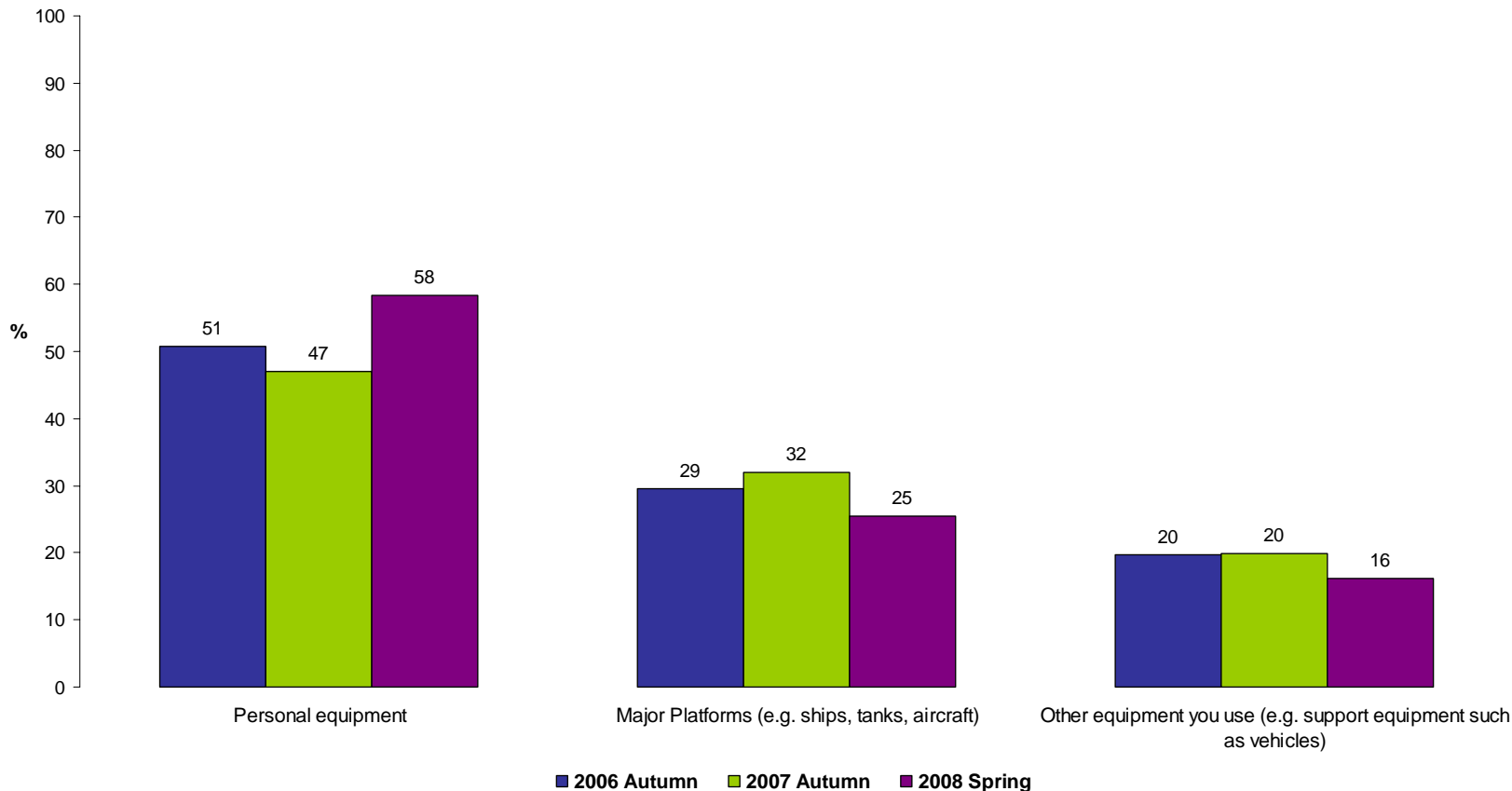


2008 Maximum Margin of Error	+/- 3%
2008 Minimum Unweighted base count	3401



*Data have been weighted to proportionally reflect the characteristics of the overall population. Comparative questions were not available between 2003-2005.

Equipment Trend*: If you answered 'Poor' to Q3, the main problem is with (Please tick one):

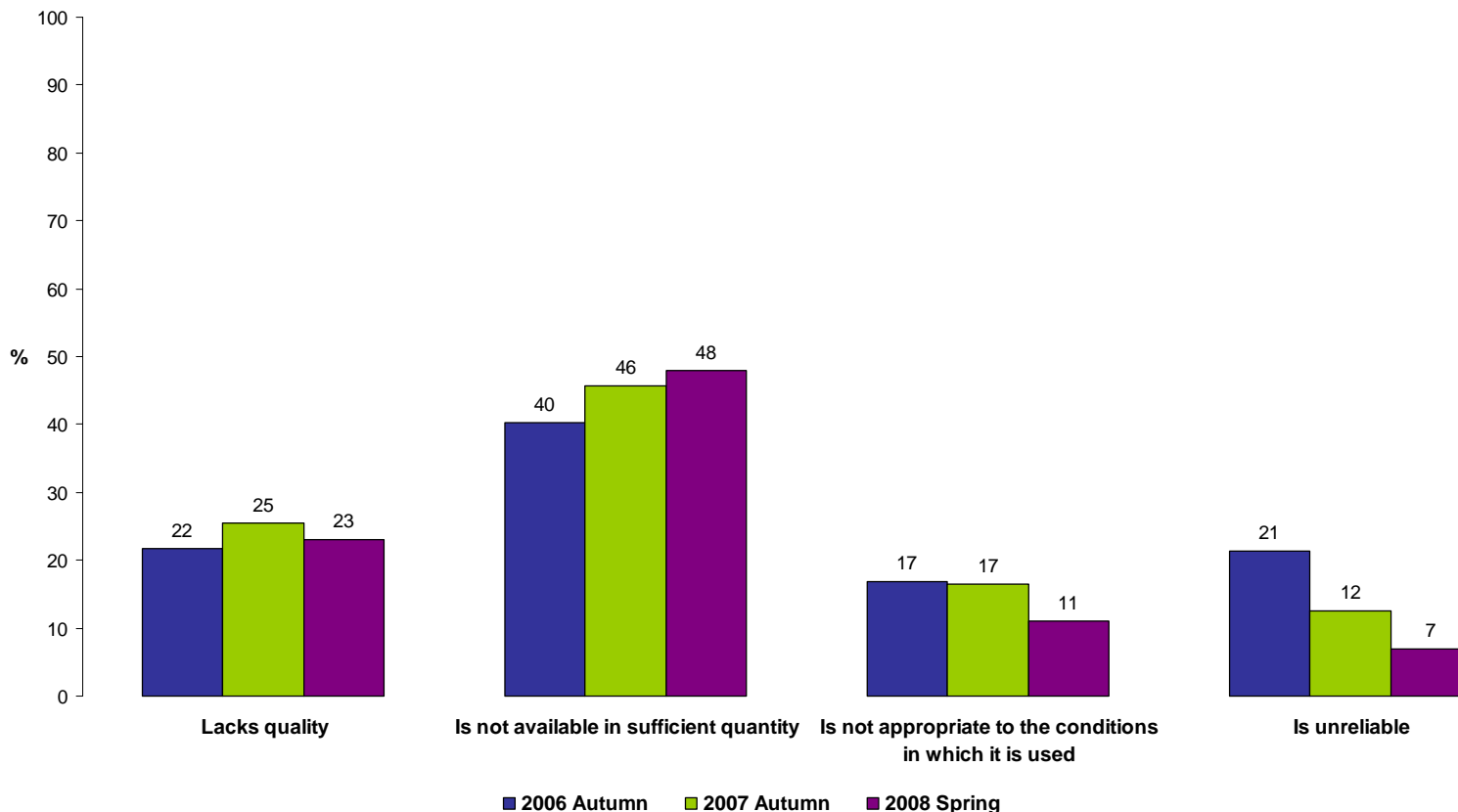


2008 Maximum Margin of Error	N/A
2008 Minimum Unweighted base count	1176



*Data have been weighted to proportionally reflect the characteristics of the overall population. Comparative questions were not available between 2003-2005. All respondents who answered Q4 have been included in the percentages.

Equipment Trend*: If you answered 'Poor' to Q3, the main problem is that equipment (please tick one only):



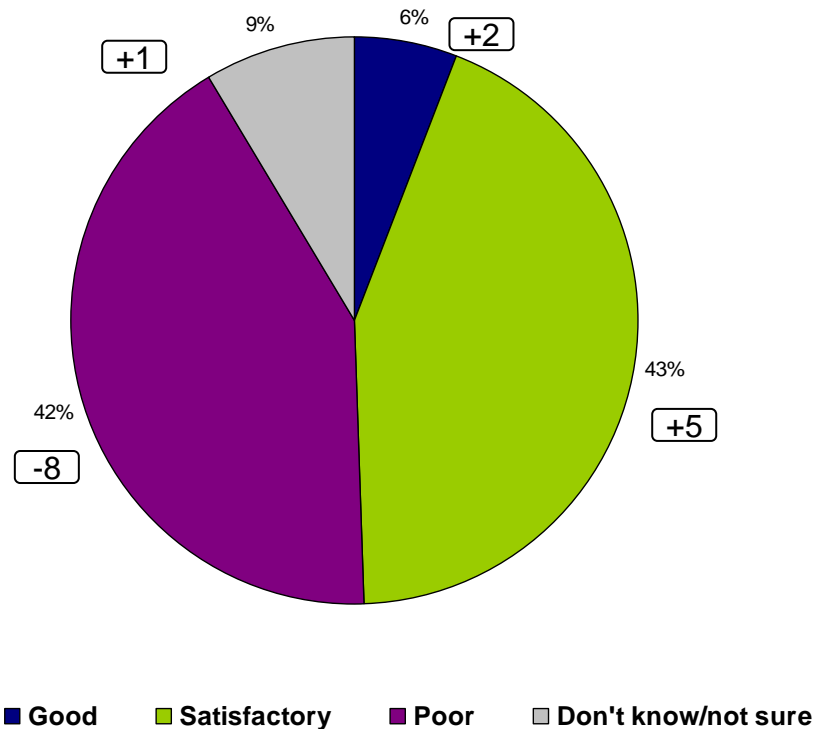
2008 Maximum Margin of Error	N/A
2008 Minimum Unweighted base count	1061



*Data have been weighted to proportionally reflect the characteristics of the overall population. Comparative questions were not available between 2003-2005. All respondents who answered Q5 have been included in the percentages. Please note that the 2008 percentages have been calculated without the 'other' option.



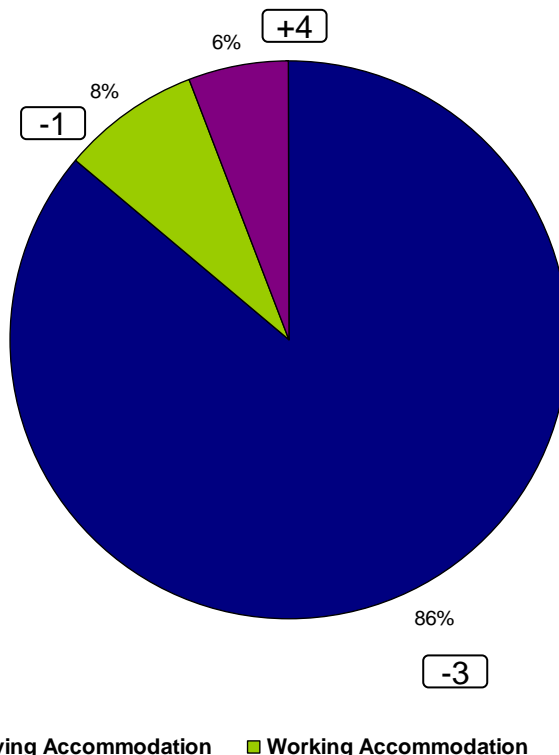
Accommodation Overall*: Armed forces accommodation is...



Maximum Margin of Error	+/- 3%
Minimum Unweighted base count	3407



Accommodation Overall*: If you answered 'Poor' to q7, the main problem is with (please tick one only):



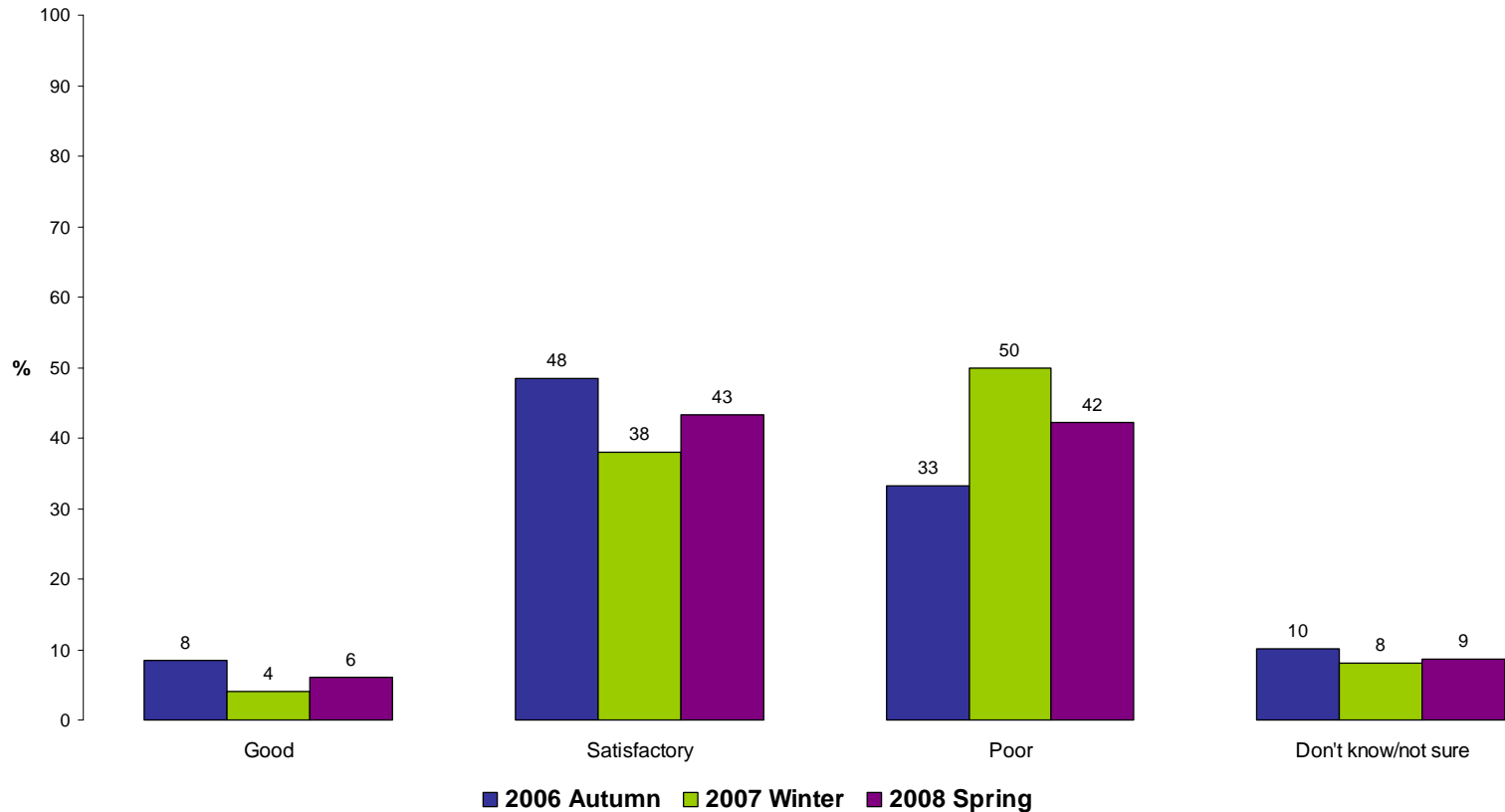
Maximum Margin of Error	N/A
Minimum Unweighted base count	1376



*Data have been weighted to proportionally reflect the characteristics of the overall population. 2007 highlighted comparisons are identified as statistically significant. All respondents who answered Q8 have been included in the percentages.



Accommodation Trend*: Armed forces accommodation is...

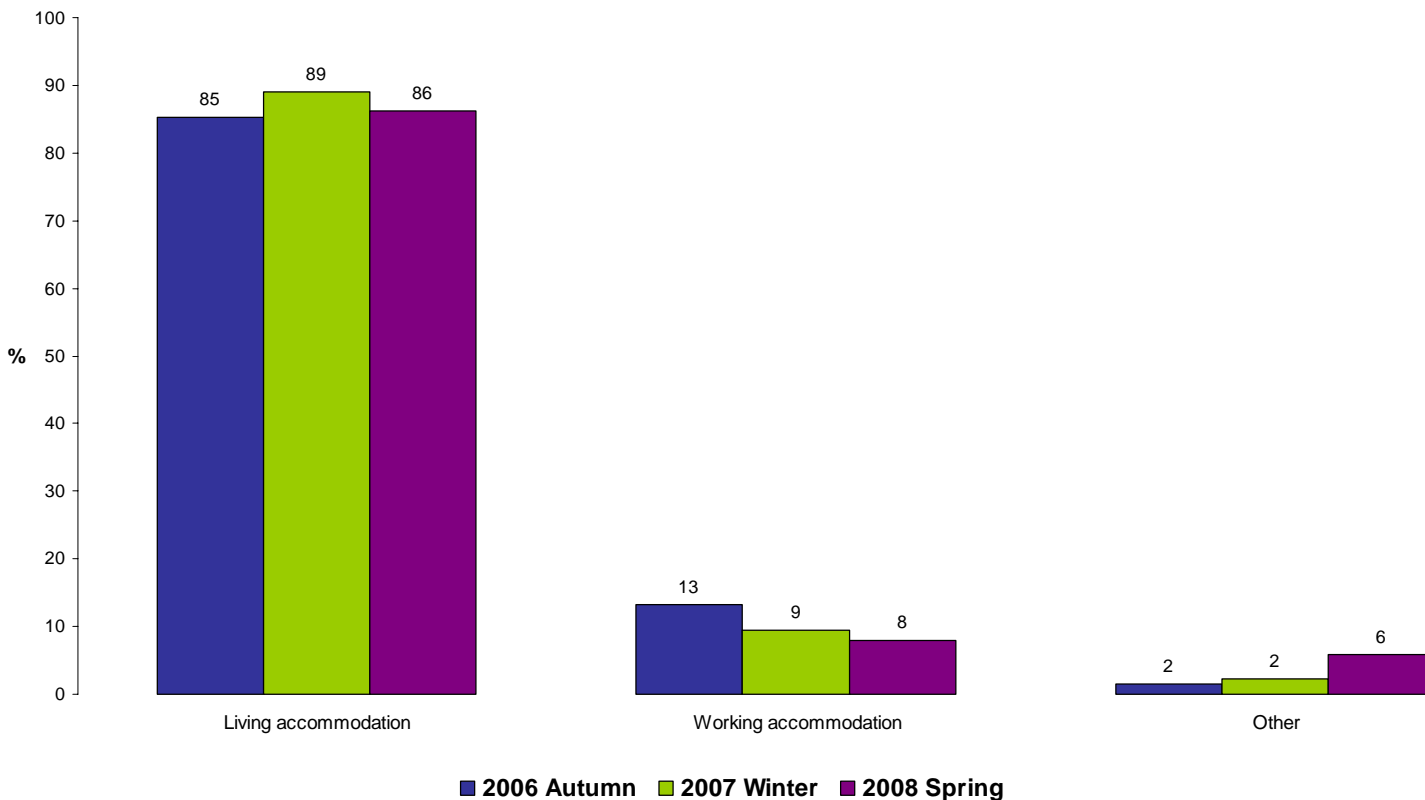


2008 Maximum Margin of Error	+/- 3%
2008 Minimum Unweighted base count	3407



*Data have been weighted to proportionally reflect the characteristics of the overall population. Comparative questions were not available between 2003-2005.

Accommodation Trend*: If you answered 'Poor' to q7, the main problem is with (please tick one only):



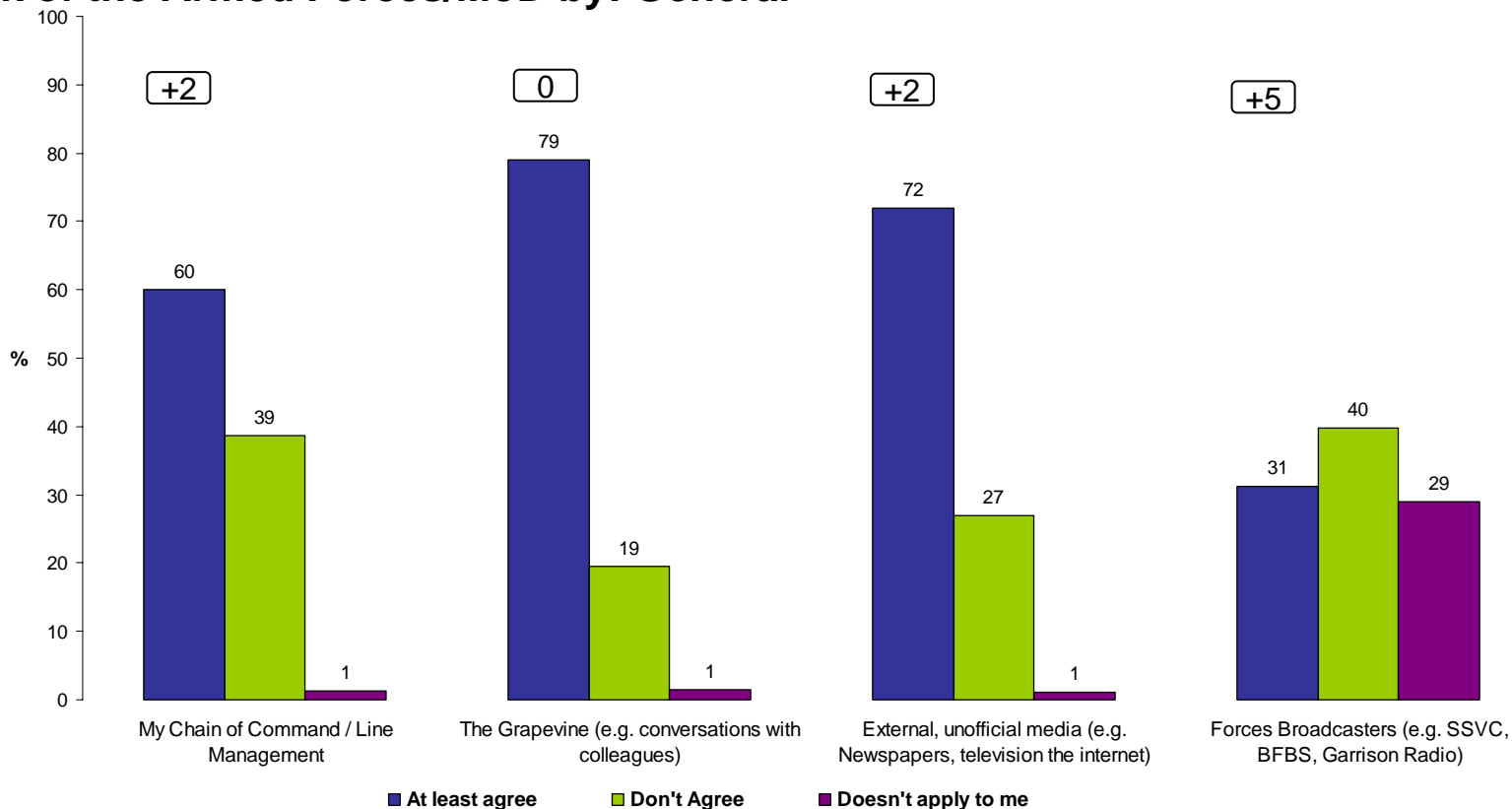
2008 Maximum Margin of Error	N/A
2008 Minimum Unweighted base count	1376



Internal Communications 2008



Internal Communication Channels*: Where you have access to the following media, state to what extent you agree. I am kept informed about the work of the Armed Forces/MoD by: General

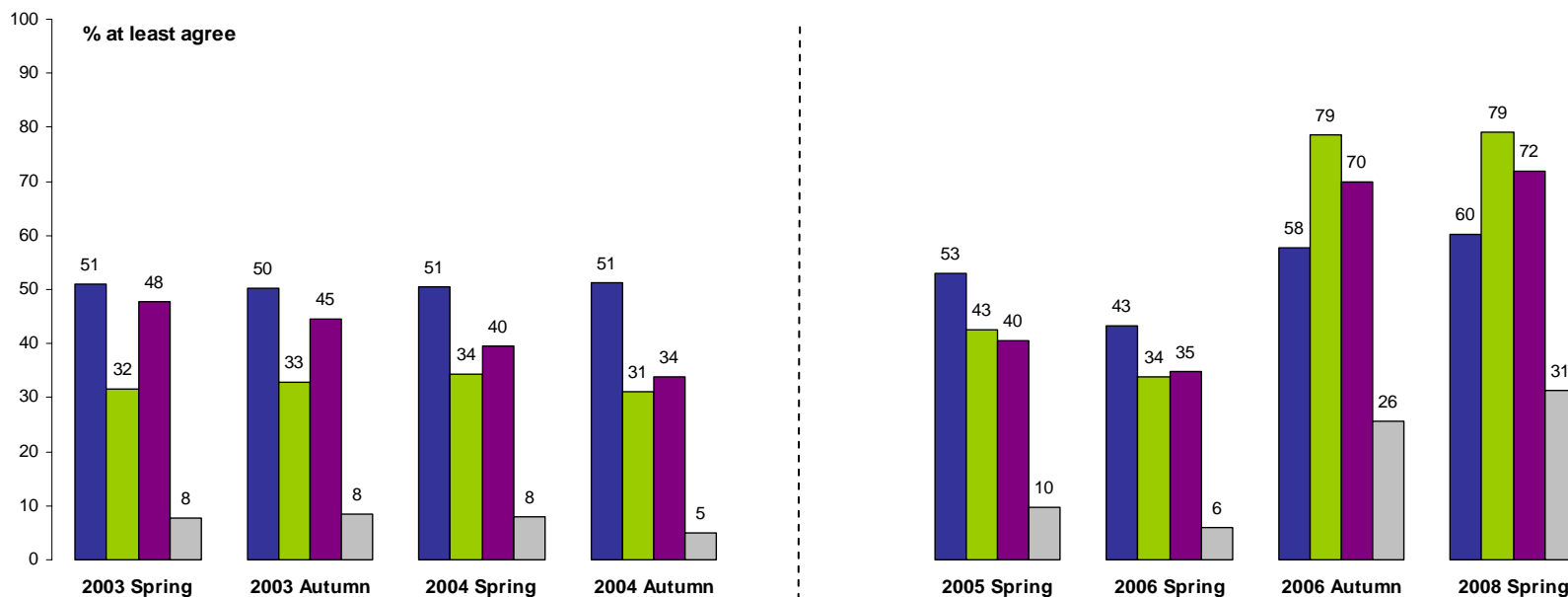


Maximum Margin of Error	+/- 4%
Minimum Unweighted base count	2052



*Data have been weighted to proportionally reflect the characteristics of the overall population. All respondents who answered this question are included in the percentages therefore, significant differences are identified in terms of the total proportion of respondents. For further breakdowns please see additional slides. 2006 comparisons are in relation to 'At least Agree' only, highlighted comparisons are identified as statistically significant.

Internal Communication Channels*: Where you have access to the following media, state to what extent you agree. I am kept informed about the work of the Armed Forces/MoD by: General Trend



- My Chain of Command / Line Management
- The Grapevine (e.g. conversations with colleagues)
- External, unofficial media (e.g. Newspapers, television the internet)
- Forces Broadcasters (e.g. SSVC, BFBS, Garrison Radio)

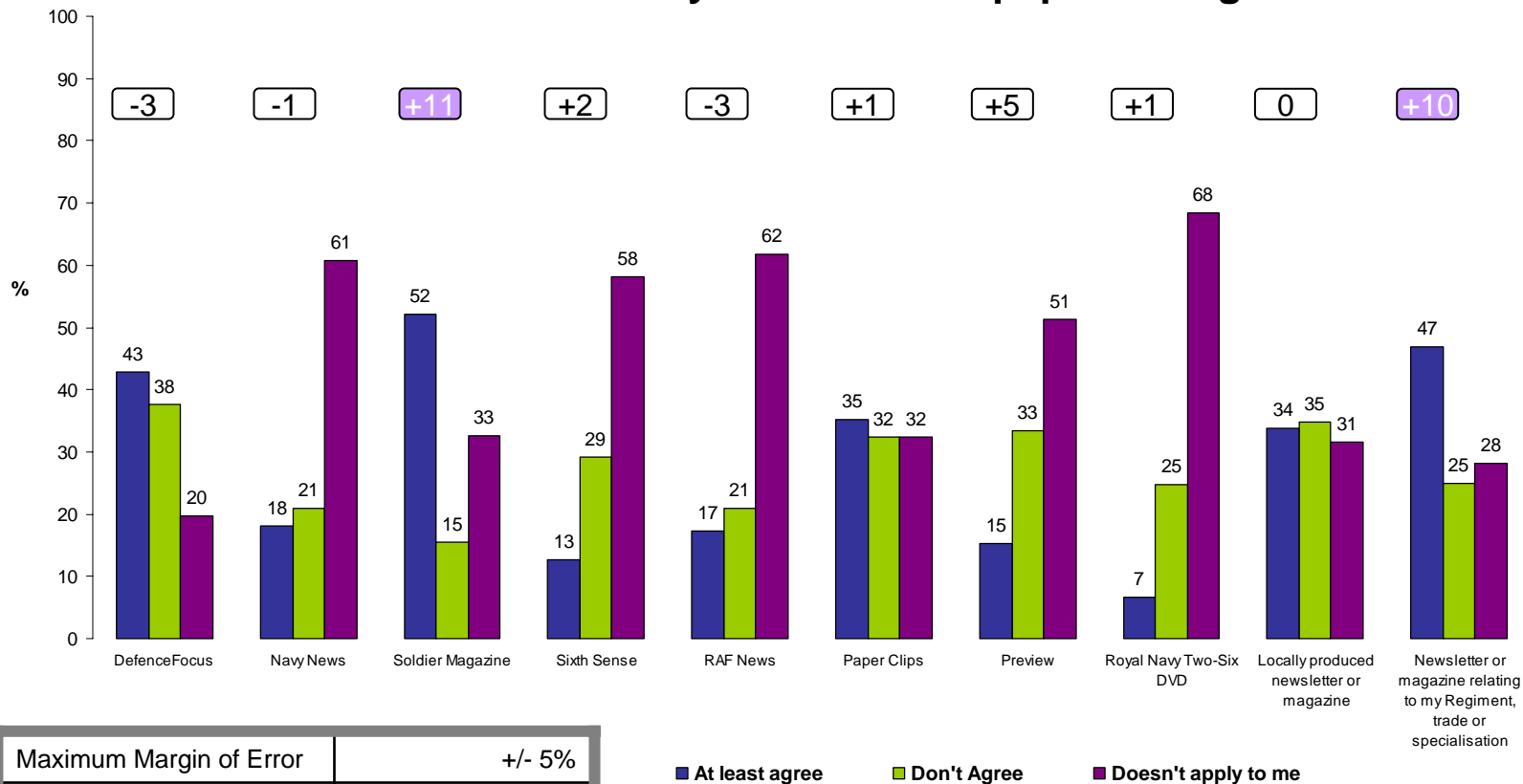


Maximum Margin of Error	+/- 4%
Minimum Unweighted base count	2052

*Data gathered between 2003 – 2004 have not been weighted to reflect the characteristics of the overall population therefore are not directly comparable to 2005 – 2008 responses. No data was gathered in terms of to this question in 2007. Only respondents who selected 'At least Agree' are displayed.



Internal Communication Channels*: Where you have access to the following media, state to what extent you agree. I am kept informed about the work of the Armed Forces/MoD by: Official Newspapers / Magazines / DVDs



Maximum Margin of Error	+/- 5%
Minimum Unweighted base count	872



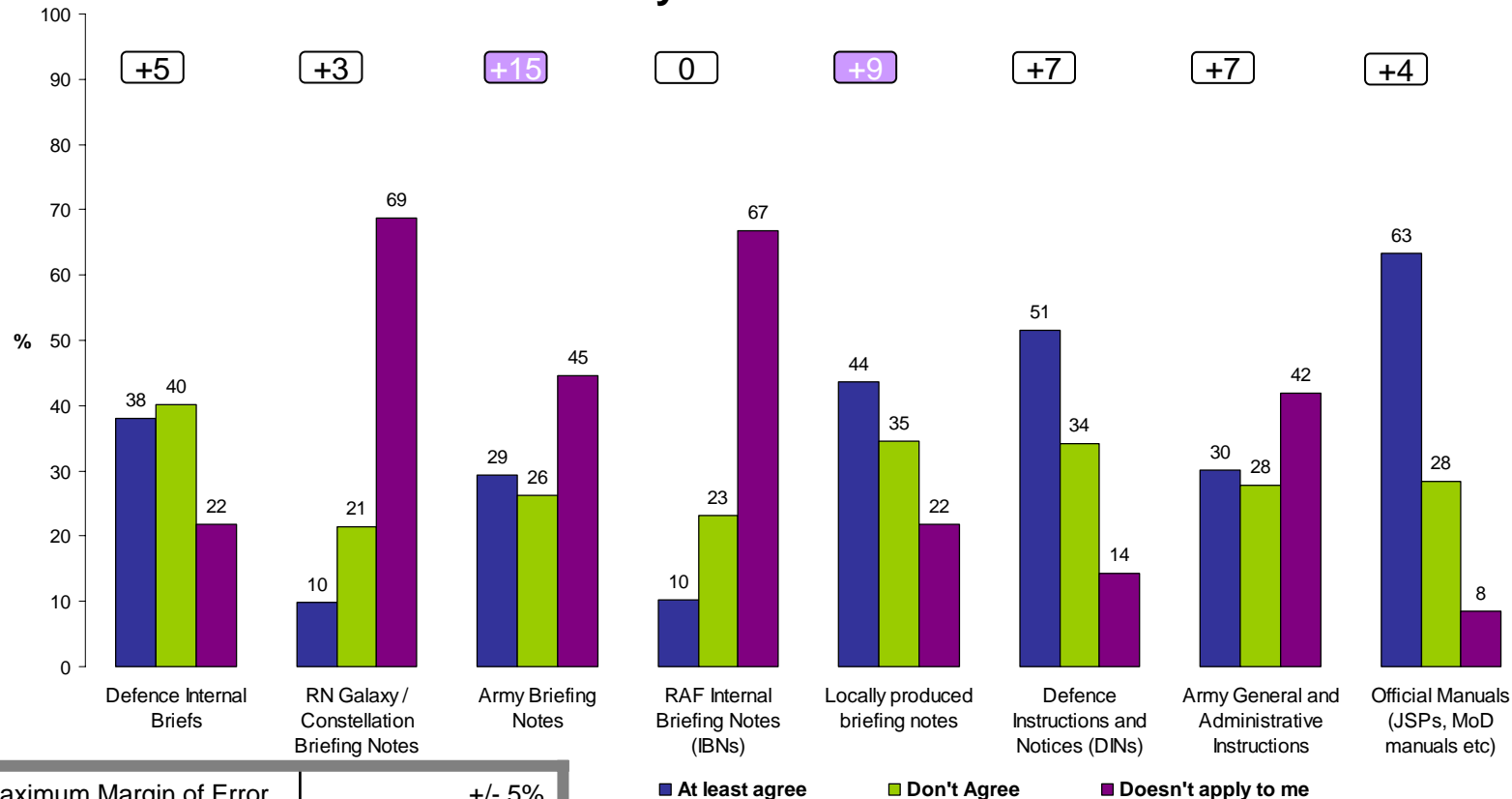
*Data have been weighted to proportionally reflect the characteristics of the overall population. All respondents who answered this question are included in the percentages, therefore, significant differences are identified in terms of the total proportion of respondents. For further breakdowns please see additional slides, for significant differences by group please see report. 2006 comparisons are in relation to 'At least Agree' only, highlighted comparisons are identified as statistically significant.





Internal Communication Channels*: Where you have access to the following media, state to what extent you agree. I am kept informed about the work of the Armed Forces/MoD by: Internal Briefs and Instructions

44

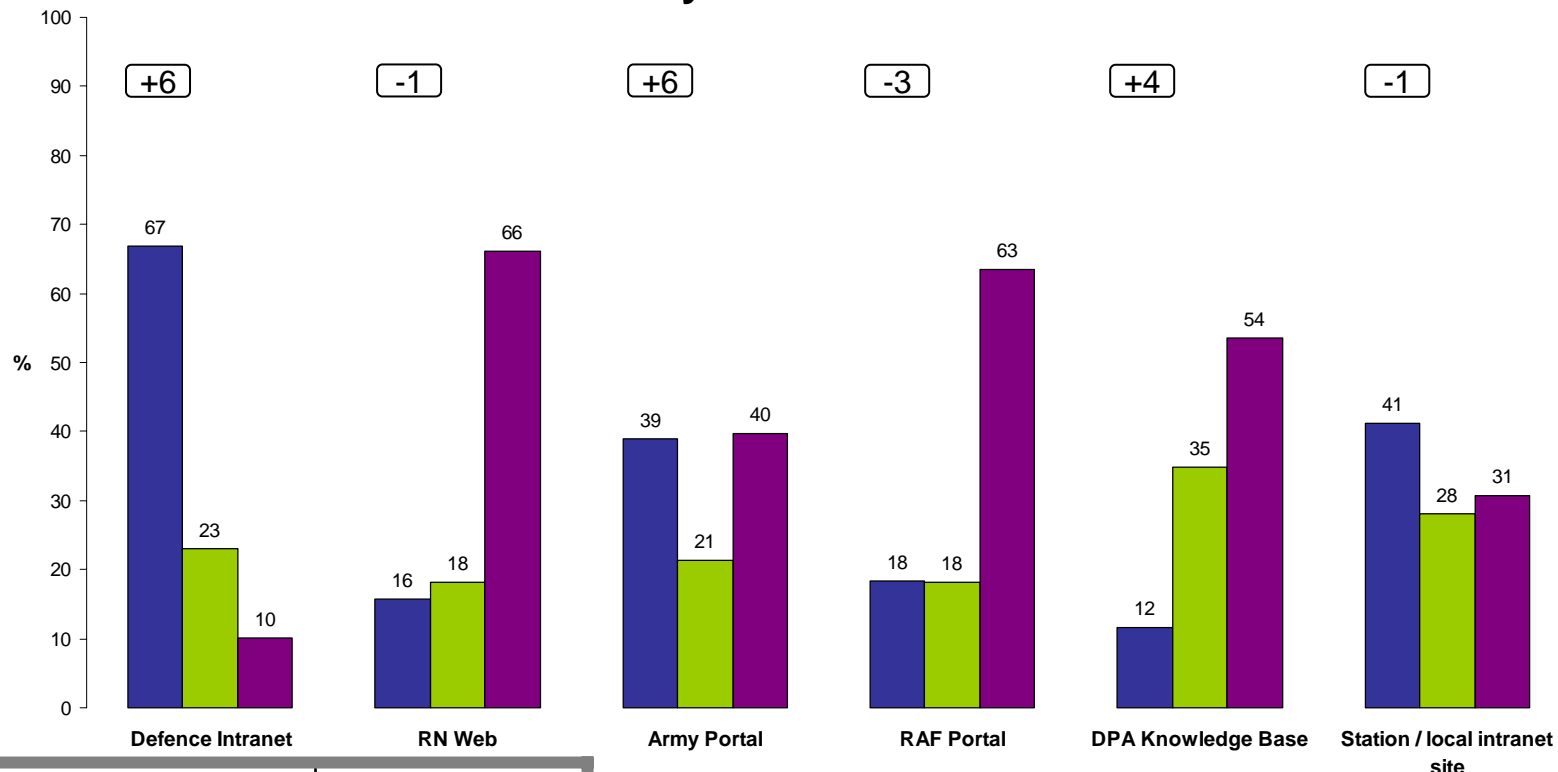


Maximum Margin of Error	+/- 5%
Minimum Unweighted base count	863



*Data have been weighted to proportionally reflect the characteristics of the overall population. All respondents who answered this question are included in the percentages, therefore, significant differences are identified in terms of the total proportion of respondents. For further breakdowns please see additional slides, for significant differences by group please see report. 2006 comparisons are in relation to 'At least Agree' only, highlighted comparisons are identified as statistically significant.

Internal Communication Channels*: Where you have access to the following media, state to what extent you agree. I am kept informed about the work of the Armed Forces/MoD by: Intranets / internal websites



Maximum Margin of Error	+/- 4%
Minimum Unweighted base count	1051

■ At least agree ■ Don't Agree ■ Doesn't apply to me

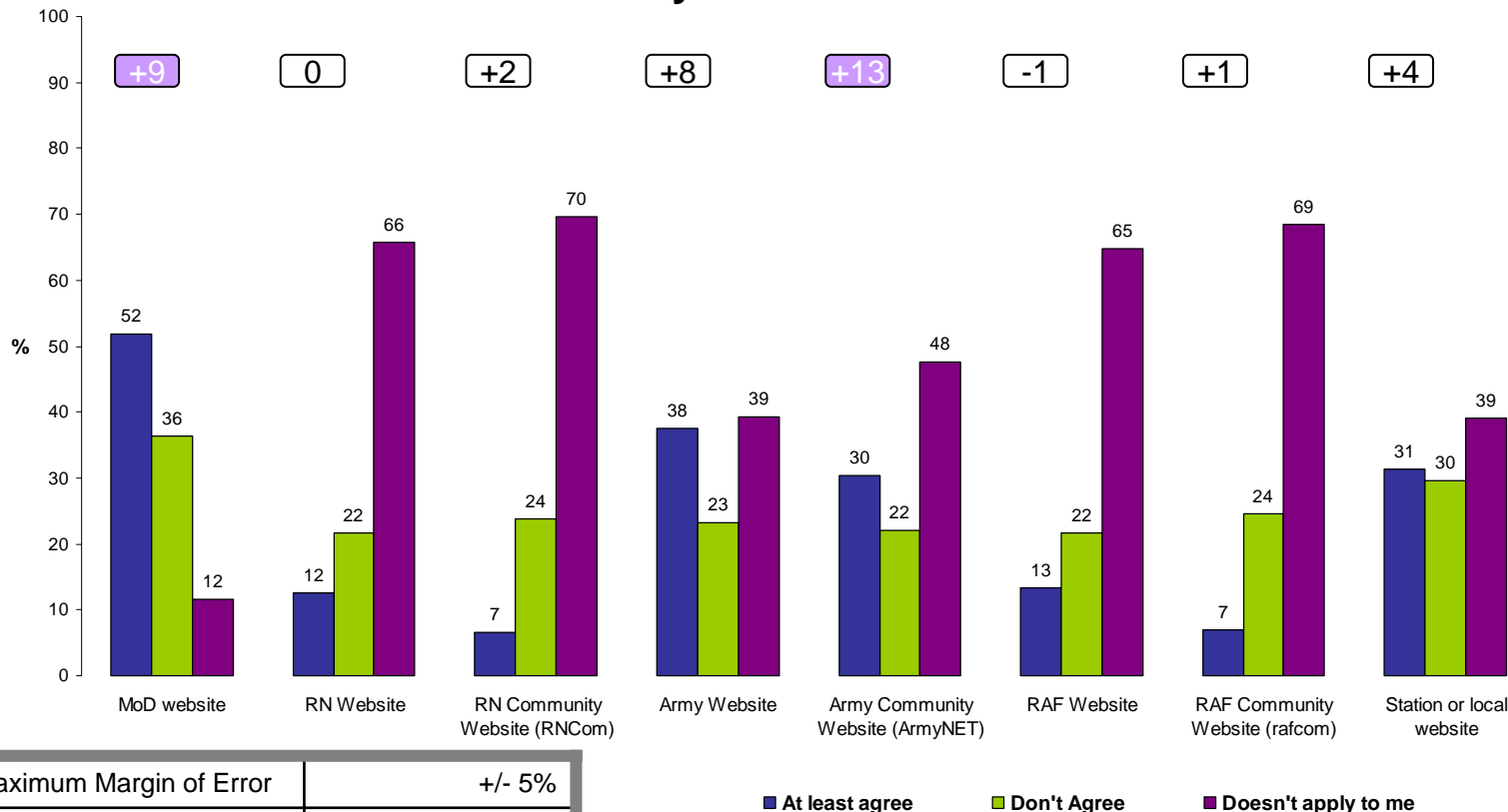


*Data have been weighted to proportionally reflect the characteristics of the overall population. All respondents who answered this question are included in the percentages, therefore, significant differences are identified in terms of the total proportion of respondents. For further breakdowns please see additional slides, for significant differences by group please see report.

2006 comparisons are in relation to 'At least Agree' only, highlighted comparisons are identified as statistically significant.



Internal Communication Channels*: Where you have access to the following media, state to what extent you agree. I am kept informed about the work of the Armed Forces/MoD by: Internet / external websites



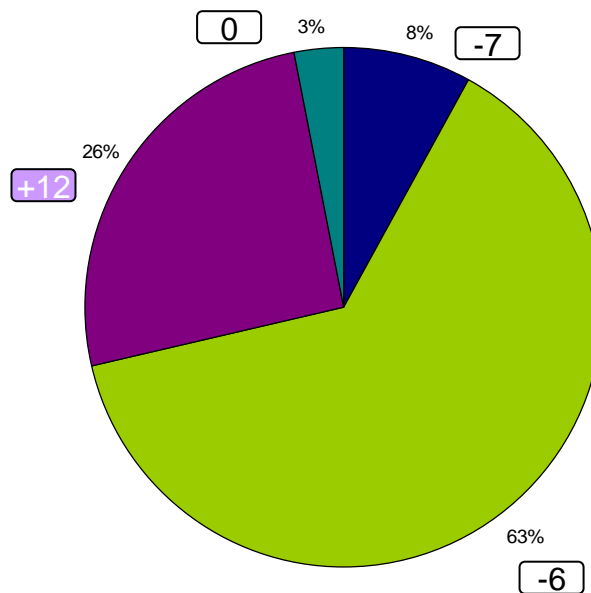
Maximum Margin of Error	+/- 5%
Minimum Unweighted base count	833



*Data have been weighted to proportionally reflect the characteristics of the overall population. All respondents who answered this question are included in the percentages, therefore, significant differences are identified in terms of the total proportion of respondents. For further breakdowns please see additional slides, for significant differences by group please see report. 2006 comparisons are in relation to 'At least Agree' only, highlighted comparisons are identified as statistically significant.



Internal Communication Channels Overall*: Overall, how well informed do you feel about the work that the Armed Forces / MoD does?



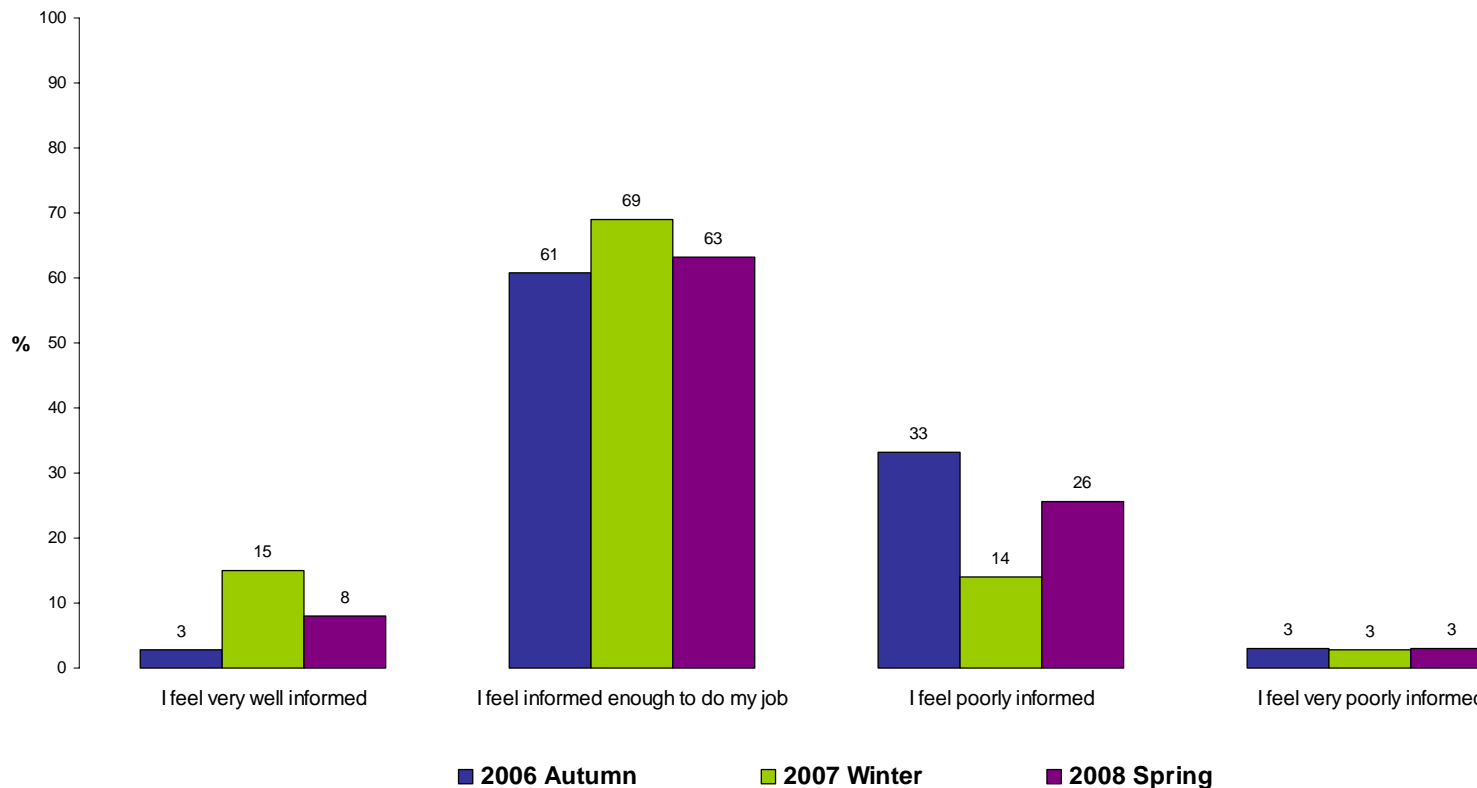
■ Very well informed
 ■ Well informed
 ■ Poorly informed
 ■ Very poorly informed

Maximum Margin of Error	N/A
Minimum Unweighted base count	3541



*Data have been weighted to proportionally reflect the characteristics of the overall population. 2007 highlighted comparisons are identified as statistically significant.

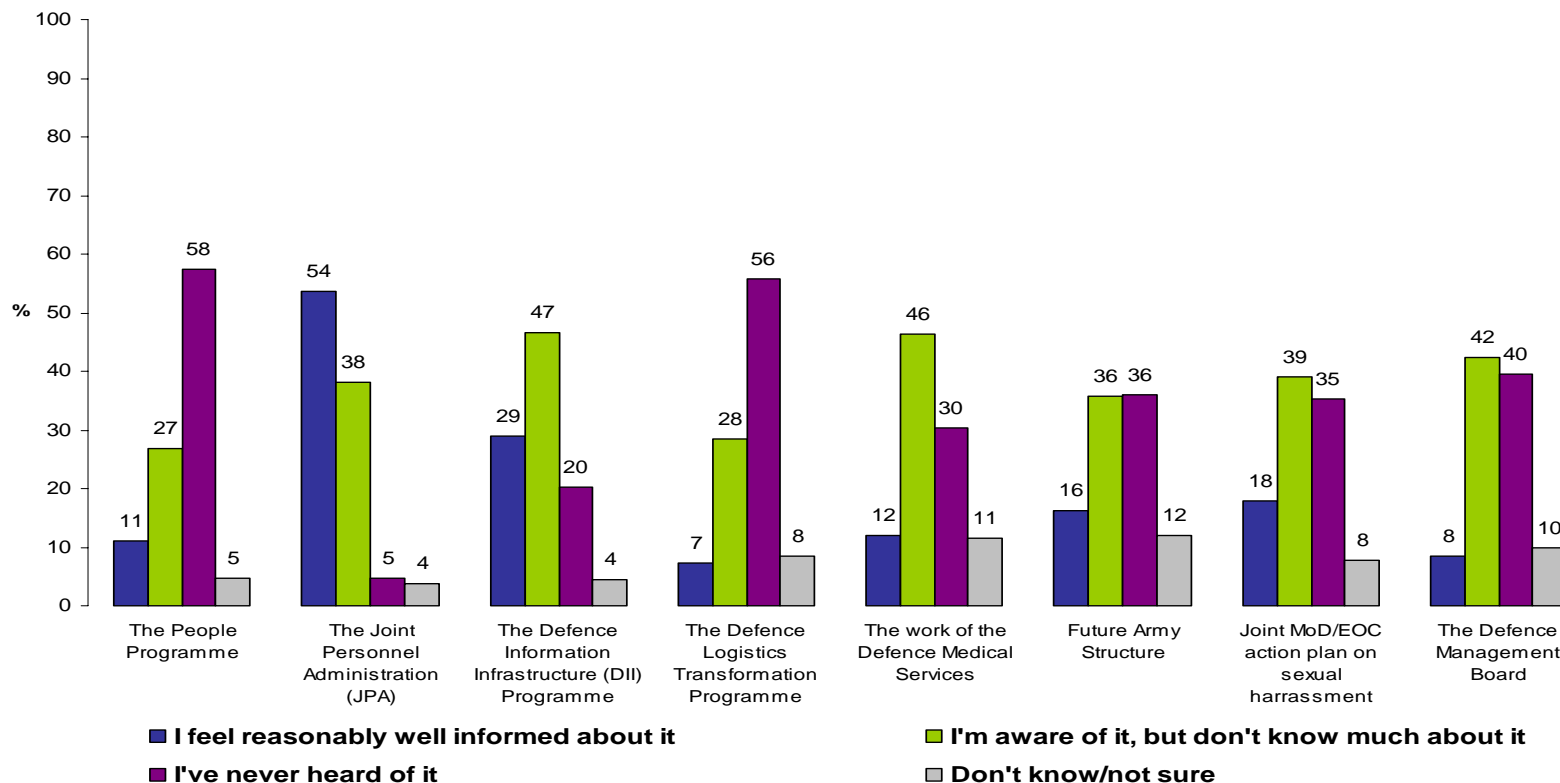
Internal Communication Channels Trend*: Overall, how well informed do you feel about the work that the Armed Forces / MoD does?



2008 Maximum Margin of Error	N/A
2008 Minimum Unweighted base count	3577



Internal Communication Channels Overall*: How well informed do you feel about the following?



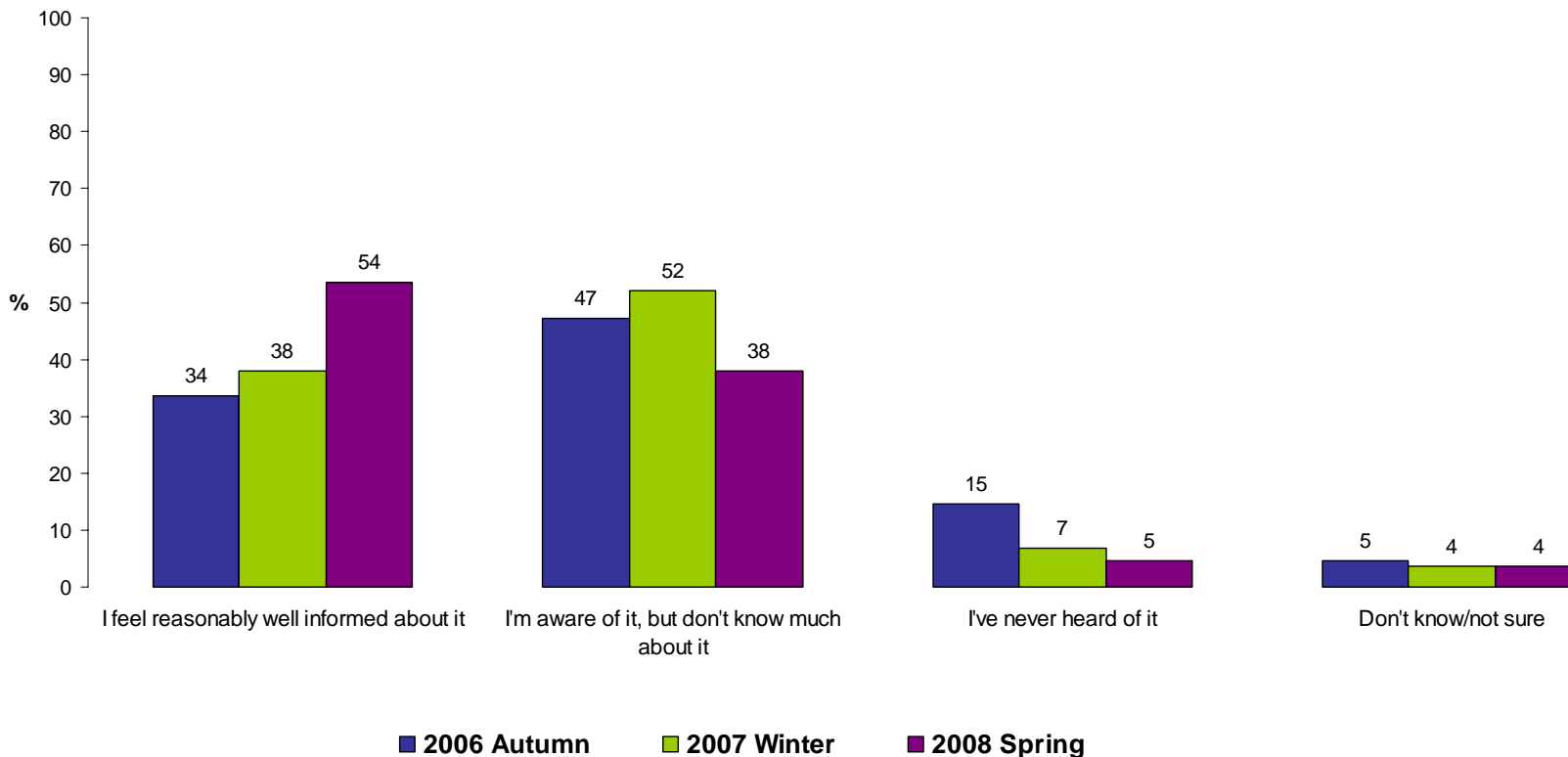
Maximum Margin of Error	N/A
Minimum Unweighted base count	3577



*Data have been weighted to proportionally reflect the characteristics of the overall population. All respondents who answered this question are included in the percentages. For further breakdowns please see additional slides. Trend data are only available with reference to JPA, Defence Medical Services, MoD/EOC action plan and Defence Management board.



Internal Communication Channels Trend*: How well informed do you feel about the following? The Joint Personnel Administration (JPA)



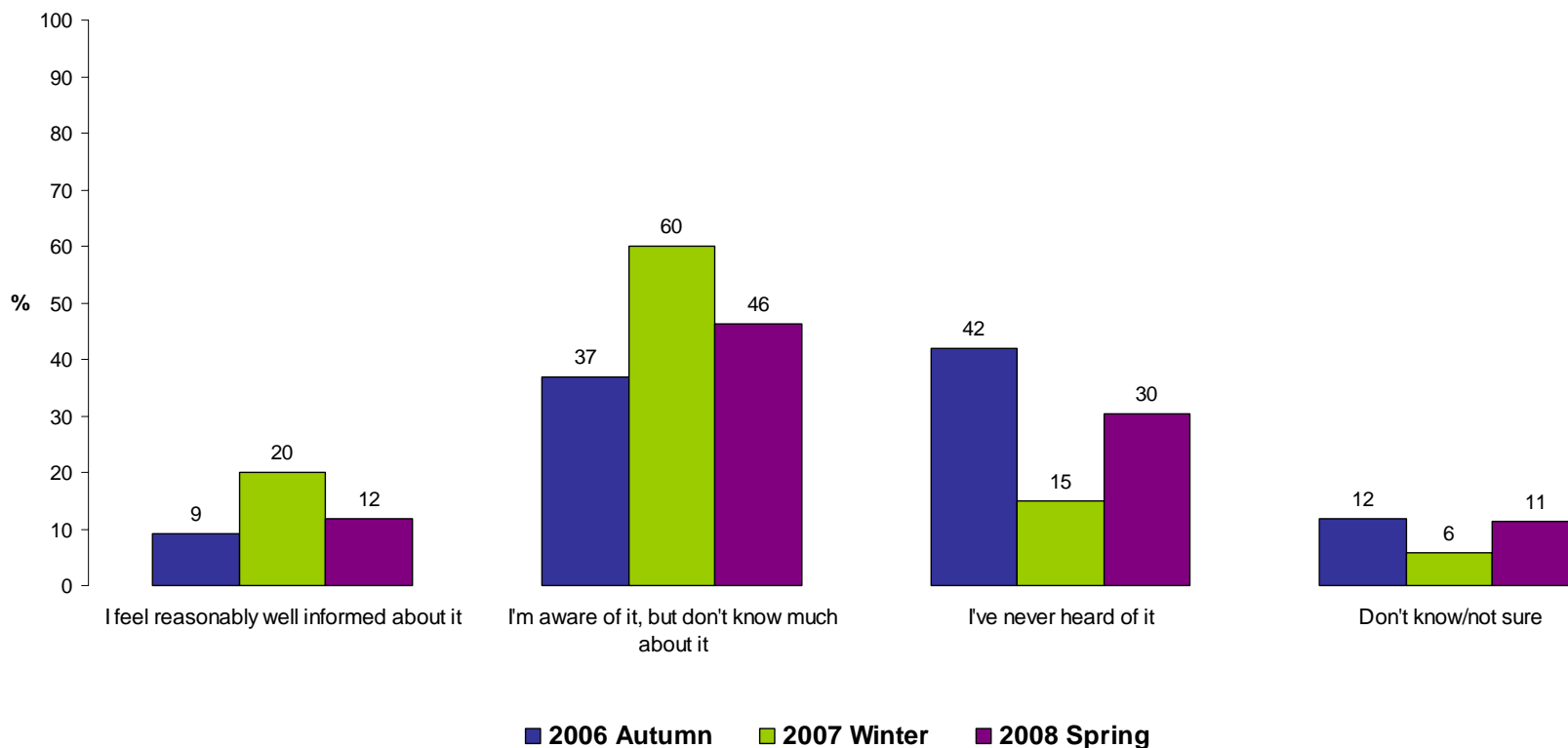
2008 Maximum Margin of Error	N/A
2008 Minimum Unweighted base count	3577



*Data have been weighted to proportionally reflect the characteristics of the overall population. All respondents who answered this question are included in the percentages. Comparative questions were not available between 2003-2005.



Internal Communication Channels Trend*: How well informed do you feel about the following? The work of the Defence Medical Services



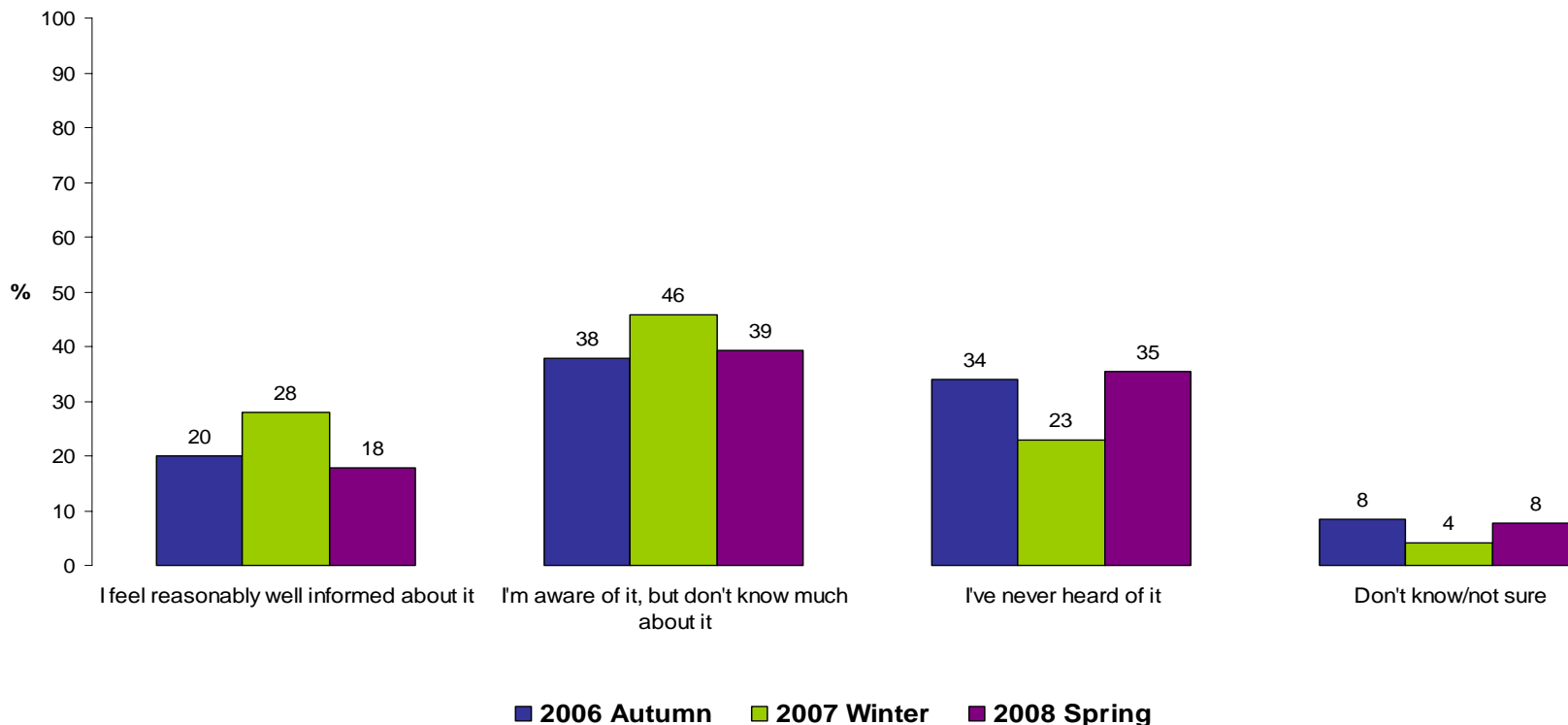
2008 Maximum Margin of Error	N/A
2008 Minimum Unweighted base count	3577



*Data have been weighted to proportionally reflect the characteristics of the overall population. All respondents who answered this question are included in the percentages. Comparative questions were not available between 2003-2005.



Internal Communication Channels Trend*: How well informed do you feel about the following? Joint MoD/EOC action plan on Sexual Harassment



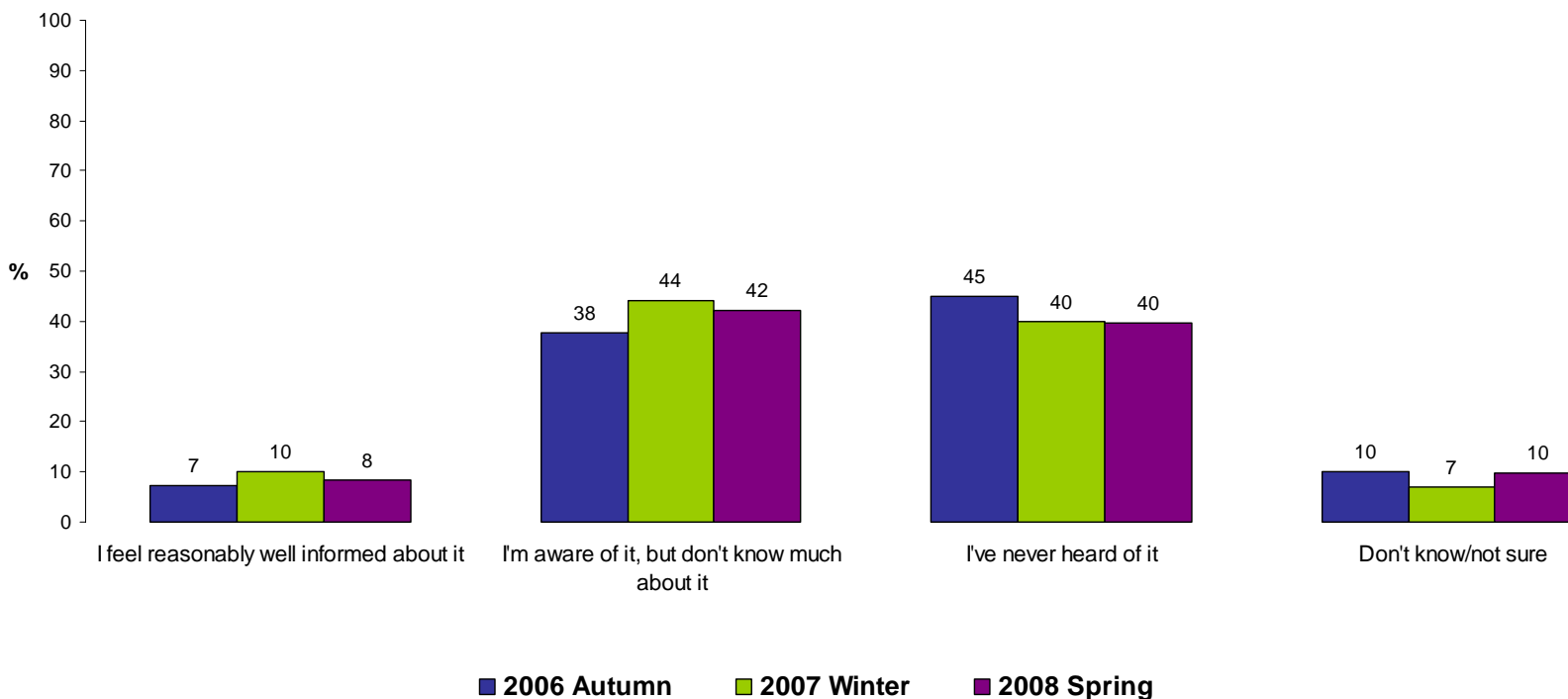
2008 Maximum Margin of Error	N/A
2008 Minimum Unweighted base count	3577



*Data have been weighted to proportionally reflect the characteristics of the overall population. All respondents who answered this question are included in the percentages. Comparative questions were not available between 2003-2005.



Internal Communication Channels Trend*: How well informed do you feel about the following? The Defence Management Board



2008 Maximum Margin of Error	N/A
2008 Minimum Unweighted base count	3577



*Data have been weighted to proportionally reflect the characteristics of the overall population. All respondents who answered this question are included in the percentages. Comparative questions were not available between 2003-2005.